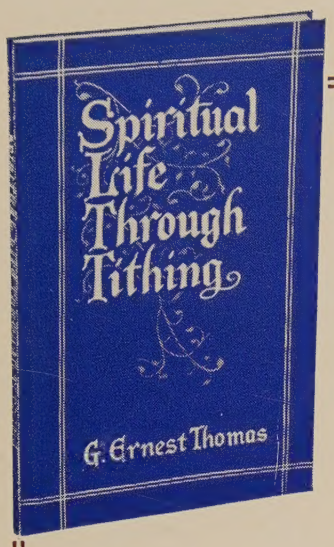
Shepherds

JANUARY, 1954

NATION-WIDE CHURCH ATTENDANCE CRUSADE

January to Easter, 1954



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SHEPHERDS

For Commission on Membership and Evangelism in the Local Church
January, 1954
Vol. 8—No. 4

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TIDINGS, 1908 Grand Avenue
Nashville 5, Tennessee

Chairmen of the Commissions on Membership and Evangelism in local churches, whose names and addresses are available, receive *Shepherds* each month free of charge. Pastors, District Superintendents, and District and Conference Secretaries of Evangelism are requested to report these names and addresses, giving the name of the church, charge, District, and Conference.

Total circulation this issue, 61,000

Individuals may subscribe at the rate of $1.50 per year. Churches may furnish *Shepherds* to the members of their Commissions on Membership and Evangelism at the rate of $1.00 per person, for 10 or more persons.

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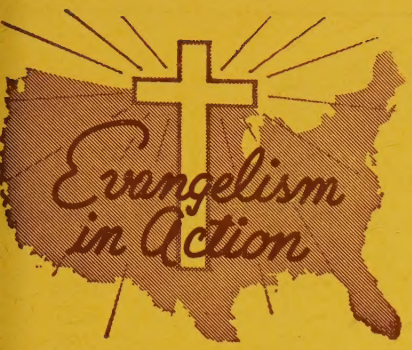

NEWS AND GOOD NEWS

FLASHES

...FROM THE FIELD

Evangelism is a hungry man telling hungry men where to find food!

Where there's a cause there's a way!

U.E.M. starts three new churches . . . East St. Louis Mass Meeting raised $2,950 to help buy lots . . . Ernest M. Dycus, Superintendent, leader.

New Type Christian Witness

1500 youth stage hour-long parade for Christ to East St. Louis Youth Rally . . . 12 motorcycle police escort . . . 300 cars . . . floats . . . busses . . .

Small churches . . . . . Big business

Boelus—45 members . . . . . 16 faith

Mason City—56 members . . . . . 23 faith

Welback—102 members . . . . . 33 commitments

Nebraska Area

Doubles Membership. . . . . 4 months. . .

Tyron Flats, Nebraska, . . . Rev. R. E. Daughetee, pastor

. . . now building new church.

W A N T E D ! High school girl drifted into Methodist Church to wait for friend during Choir rehearsal . . . Invited to sing . . . Went home to report, "I found a Church that really wants me!" . . . Result . . . whole family won to Christ by church that wanted them! . . . New York Area.

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UNITED EVANGELISTIC MISSIONS

Unit	Date	Faith & Vows	Transfers	Total Accessions
Nebraska Area 3 phases	Oct. 4–9, 18–23, Nov. 1–6	3,595	2,702	6,297
*East St. Louis & Olney Dists.	Oct. 9–18, 30–Nov. 8	543	510	1,053
Central Pa. Conf. & Altoona Dist.	Oct. 24–Nov. 1	381	314	695
*New York Area	Oct. 16–25, Nov. 6–15	16,345	6,864	23,209
Central New York Conf. Syracuse Dist.	Oct. 18–25	321	221	542
*Kansas Area 1st phase	Oct. 23–Nov. 1	2,021	1,907	3,928
*Binghamton Dist.	Oct. 16–23	722	612	1,334
Wyoming Conf.				

*Incomplete

Bishop Brashares leads Day of Prayer, Geneva, Illinois, Methodist Church . . . Rock River Conference U.E.M. . . . Wesley Israel, Spiritual Preparation chairman . . . Paul Grimes, Executive Chairman, will lead Advance Preparation Conferences.

Family Victory—Mr. & Mrs. Cary Dressler, North Platte, Nebraska.
21 Interviews . . . 17 commitments . . . one week

High ratio . . . Grand Island, Nebraska . . . Dr. James Chubb, pastor . . .
Interviews, 566 . . . Faith, 203 . . . Transfers, 134
. . . Total, 337 . . . 59.9%

SPIRITUAL LIFE MISSIONS

Unit	Spiritual Life Covenants										
	Attend	Grace	Devotions	Bible	Prayer	Tithe	Witness	Service	Christian Living	Commitments	Transfers
New Orleans District	2,812	2,669	1,904	2,523	3,073	1,305	2,467	2,183	2,990		
Louisville Area East–Phase	37,298	17,488	14,101	17,440	19,222	11,886	16,425	15,211	17,077	517	427
*Boston Area	11,943	8,478	6,949	9,621	12,289	5,444	9,594	9,346	11,727	930	379
St. Lawrence District	378	265	245	348	445	142		437		151	

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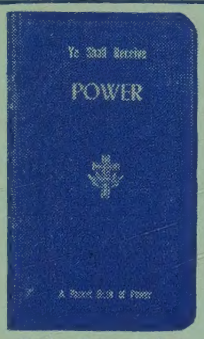

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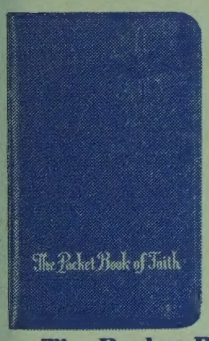

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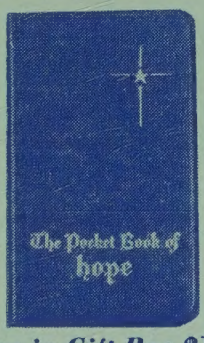

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The Upper Room Pulpit

J. MANNING POTTS, *Editor*

In the January Issue

What It Means to Trust God
JAMES GORDON GILKEY
South Congregational Church,
Springfield, Mass.

The Earth Belongs to the Living
V. CARNEY HARGROVES
Second Baptist Church of Germantown,
Philadelphia, Pa.

Bargaining with God
STUART NYE HUTCHISON
East Liberty Presbyterian Church,
Pittsburgh, Pa.

I Found This Faith in Korea
DONALD E. LEWIS
Post Chaplain, Aberdeen Proving Ground,
Aberdeen, Maryland

Moods and Attitudes
HAROLD E. NICELY
Brick Presbyterian Church,
Rochester, New York

St. Paul's Past Tenses
W. G. SLADE
The Methodist Church of New Zealand
Christchurch, N. W. I., New Zealand

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The Upper Room Pulpit

1908 Grand Ave. Nashville 5, Tenn.

The Dawn of the New Year

by
Bishop Clare Purcell
Birmingham, Alabama

THE OPEN DOOR of the New Year is before us. It is always a blessed experience to enter a new door. So full of mystery and hope! We must enter it since we cannot reverse the processes of time. This "never-ending stream" flows irresistibly on, like "Old Man River" just rollin' along. Whatever life is, it must have duration and growth. We dare not hesitate to enter another open door—Nineteen-Fifty-Four. We enter it in the sure and certain faith that whatever may be the marvel or the surprise of it, His mercy underlies.

It must have been a New Year when St. Paul wrote to the Philippians, "This one thing I do, forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize of the high calling of God in Christ Jesus." For Paul it was a thrilling experience, a challenge to resolute endeavor.

I

For us, then, the New Year should be a time of *concentrating*. "This one thing I do." At least once in the year we should concentrate on the chief business of living. We should inquire and see whether we keep this chief business ever before us like a luminous goal. Appropriate New Year's questions for each of us would be: "Am I relating every plan and purpose I have directly to Christ and His Kingdom?" "Is He central in my life?" "Do I take Him seriously?" Concentrating on these searching questions at the beginning of the New Year will prove to be a great stimulus to nobler living.

II

The New Year should be a time of *forgetting*. "Forgetting those things which are behind." One's ability to forget proves a great blessing. Of course, St. Paul did not mean to say that one's mind should become blank so far as past experiences are concerned. We have other passages which enjoin us to keep in mind much of the experience of the past. But there are many things which we should not drag over into the New Year simply because they will become a burden and a handicap for the future. We should forget such things as our failures, our forgiven sins, our disappointments, our superficial pleasures, and some of our passing joys. We should not cling to our griefs and sorrows. Certainly, our Father would not have us forget those whose faces rise up before us to bless and encourage although they have gone out from among us. He would have us keep our sorrows in their proper perspective in the inner precincts of our souls. In this spiritual sublimation our sorrows, griefs, and pains give us discipline and maturity for the life that is to be.

III

The New Year should be a time of resolute *expectancy*. "I press toward the mark for the prize . . ." In this language we find aggressive action. We find a note of urgency and a note of victory in winning the great prize—"the upward call of God in Christ." This is a "resolute" expectancy. We should "resolve" to realize the larger expectations of the New Year. This is where our New Year's resolutions become very meaningful. Too often we resolve too little because our expectancy is too low. Growth always follows purposeful expectancy. We do not "stroll" into the Kingdom. We achieve it through faith and resolute aspiration.

Here are some good "expectations" which would make splendid New Year's resolutions:

I shall expect to grow in all graces

this year. Thus will I approximate the man or woman I ought to be.

I shall expect to see others grow into the likeness of Christ. This is especially fitting for church school teachers and workers with children and youth. To see others grow into that likeness is our greatest satisfaction.

I shall expect to see our beloved Church become more like the Bride of Christ this year. This vision of our Church shall lure me through all the days ahead. I shall daily dream of the Church that is to be—a glorious Church standing before Him in all her glory, "with never a spot or wrinkle or any such flaw, but consecrated and unblemished." The Church I shall expect to see will face the future fearlessly, knowing that her enemies shall not prevail against her. Such a Church will call upon every one of us to advance to new conquests in every area of her life —evangelism, missions, education, benevolence. This emerging Church that we shall expect to see will most certainly become a reality in some glad New Year in no distant future.

The Peace of Mankind

I shall expect to see our world more securely ordered in peace during the coming year. We have come through many months of disappointment, disillusionment, and distress; but we dare not despair. It would be dishonoring our Lord to surrender to a defeatist cynicism. We know that all is not well with the world, but we know also that God is still on the throne in His heaven. Slowly, but surely, men of good will will secure the peace of mankind.

Confidently, all this and more *I shall expect* in Nineteen-Fifty-Four!

Unafraid, therefore, let us enter the New Year in the spirit of the man who stood at the gate of the year and said: "Go out into the darkness and put your hand into the hand of God. That shall be to you better than a light and safer than a known way."

—Adapted from *The Alabama Christian Advocate*

The Teacher's Prayer

MY LORD, I do not ask to stand
As king or prince of high degree,
I only pray that hand in hand
A youth and I may come to Thee.

To teach a tender voice to pray,
Two wistful eyes Thy face to see,
Two feet to guide in Thy straight way—
This fervently I ask of Thee.

O grant Thy patience to impart
Thy holy law, Thy words of truth;
Give, Lord, Thy grace, that my whole heart
May overflow with love for youth.

by

Norman E. Richardson

and

Florence I. Judson-Bradley

As step by step we tread the way,
Trusting, and confident, and free,
A youth and I shall, day by day,
Find sweet companionship with Thee.

—From *Central Chimes*
Central Methodist Church
Pontiac, Michigan

An ideal way

to inaugurate your

Church Attendance Crusade

is by

OBSERVING COVENANT SUNDAY

January 3, 1954

The Christian God is a Covenant God. From the days of Abraham to the present, He would have His people enter into a covenant with Him that His saving health may be known among the nations.

Toward the fulfillment of this divine purpose, Christians everywhere are strongly urged to pledge their future to the God of our Lord Jesus Christ. Nor is there any more inspiring time to do so than at the very beginning of this New Year, with its signs and portents of perhaps the greatest religious revival in a century. Let us determine now that we shall become new creatures in Christ by reconsecrating ourselves to His holy cause.

Church Attendance Crusade

Every year the General Board of Evangelism has promoted the observance of Covenant Sunday through the use of a special order of service and covenant card prepared for the occasion. This year the Board is urging that every church continue this very important experience by inaugurating the nation-wide Church Attendance Crusade from January to Easter with a loyalty covenant worship service on the first Sunday in January.

At the request of the Council of Bishops, the Board is lending leadership to this Church Attendance Crusade to stimulate the regular habit of church-going and to strengthen the spiritual life of every member.

The Crusade has been planned to begin on Covenant Sunday because the influence of this sacred day is both timely and timeless. We urge every church to use the **Church Loyalty Covenant Card** in its services on this day. This card is in the **Church Attendance Packet.** It is also available separately. Give every person present an opportunity to pledge his allegiance to Christ. In doing so, help him to realize that we shall never have a genuinely Christian world until the will of God comes alive in our hearts.

A Rallying Place

Impress upon each member of the congregation that we must make the church more than a place in which to sing and pray or to meet our friends. It must be more than a place in which to be baptized or married, or from which to conduct the funerals of our loved ones. It must become the rallying place of God-natured, Spirit-filled people who have been truly adopted into God's family and who live under the complete domination of His will.

Thus, we must make it clear that Covenant Sunday affords us both a challenge and an opportunity. It is a challenge because it compels us to analyze our motives and our way of living. It is an opportunity because it enables us to join "the glorious new crusade" led by the Christ who can change the world.

> For me, an hour spent in the serenity of a house of God, joining with my neighbors in communion and in worship, is a spiritual restorative second to none. I go to church to give thanks, to seek tranquillity of mind, and to gain spiritual strength to meet the problems of the day. I have not failed to find what I sought.
>
> *—J. Edgar Hoover*
> *Director, F.B.I.*

Special Orders of Worship

Where churches so desire, they may obtain from TIDINGS a complete order of worship for use on this important Sunday. Based on John Wesley's famous **Covenant Service,** this order of worship may be used at either the morning or the evening hour. It may also be used either with or without the **Church Loyalty Covenant Card.** Another excellent service of worship for this Sunday is entitled **"Making Membership More Meaningful."** The **John Wesley Covenant Service** sells at $2.00 per 100. The **Church Loyalty Covenant Card** is 50¢ per 100. **"Making Membership More Meaningful"** is $2.00 per 100.

However you plan your services for the first Sunday of the New Year, be sure to observe Covenant Sunday in your church in such a significant way that your people, deeply conscious of their responsibilities as Christians and of their joys as children of God, will see the importance of church attendance.

Universal Week of Prayer

January 3-10, 1954

by JESSE M. BADER

Executive Director, Joint Department of Evangelism

National Council of Churches

Universal Week of Prayer, a praying mission which has passed the century mark in number of annual observances, is scheduled to be held in 1954 during the week of January 2-10. During those days Christians, wherever they are, of whatever denomination, will be one in fellowship through the significant spiritual experience of world-wide prayer.

For the churches in the United States, a devotional booklet has been prepared by the Joint Department of Evangelism of the National Council of Churches which contains seven daily worship service outlines, written by the Reverend Joseph R. Sizoo. Dr. Sizoo, at present a professor of religion at George Washington University, is a former pastor of the New York Avenue Presbyterian Church in Washington, D.C.

The general over-all theme of the booklet is, "They Saw His Glory," referring to accounts in the Gospels of some whose lives were touched by Christ, who saw His glory and gave witness. Dr. Sizoo has written with the knowledgeable pen of human need for spiritual comfort. His devotionals while intended for group use are equally valuable for the individual. Here is an illuminating bit from Dr. Sizoo's foreword:

> It is the ministry of witness which is supremely needed in the world and for which it is turning to the Christian Church. . . . God forbid that we should trail in the dust mankind's golden hope. Through a study of some who saw His glory may we come to a new gratitude for what He has done and a new resolve to tell it to the world.

The Universal Week of Prayer is rooted in the study and interpretation of the Bible. In hundreds of communities there will be nightly inter-church meetings under the sponsorship of ministerial groups or Councils of Churches. Meetings frequently are held in a dozen or more homes with a new leader each night. Tens of thousands attend nightly in search of renewed courage through prayer to live as Christians under the pressure of present-day dilemmas and frustrations. For many it is an outstanding church event of the year.

How better can the churches of a community begin the New Year than by meeting and praying together during the week that is dedicated to a fellowship of prayer around the world! Prayer lifts individuals to a new and a higher plane of thinking, living and action. The prayers that change things can change us. "They Saw His Glory," provides a deeply satisfying medium for a week of prayer. The booklet can be ordered from the National Council of Churches, Department of Publication, 120 East 23rd Street, New York 10, New York.

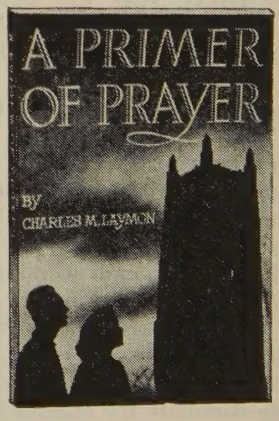
Note: Price per copy is fifteen cents, $12.00 for 100, with a ten-cent handling charge for orders less than $2.00.

Toward a More Vital Experience of Prayer

A PRIMER OF PRAYER

by Charles M. Laymon

Designed to make prayer an inspiring experience in the life of the "average layman," this book provides practical guidance and spiritual enrichment for these days. 96 pages. 12 chapters. Attractive 2-color cover. 35¢ *per copy. 12 or more, 25¢ per copy.*



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1908 Grand Ave. TIDINGS Nashville 5, Tenn.

Nation-Wide Church Attendance Crusade

CALLS FOR CHRISTIAN LOYALTY

Covenant Sunday, January 3, Initiates Crusade

THROUGHOUT the Christian centuries the first Sunday of the New Year has been a day for special observance. Among Methodists it has come to be known as *Covenant Sunday*. On this day we call our members to renew their church membership covenant and rededicate their lives to Christ.

The first Sunday of 1954—January 3—has a special significance for Methodism. On this Covenant Sunday The Methodist Church initiates a *National-Wide Church Attendance Crusade*. Urging "all pastors and all churches to unite" in the Crusade, the Council of Bishops has designated the period January to Easter for the nation-wide emphasis. The Crusade slogan is: "Give GOD a Chance NOW!"

It is suggested that on January 3 the pastors challenge their members to sign the *Loyalty Covenant Card:* "I desire to renew my loyalty to Christ and His Church. I will endeavor to attend one service of worship each Sunday during the church attendance crusade, unless prevented by circumstances beyond my control." Millions of Methodists will share in this rededication of life and loyalty. This can be a high moment in the life of the local church.

Purpose and Plan

The purpose of the Crusade is to increase regular church attendance, to activate indifferent members, to exalt the place of corporate worship in Christian experience, to lift up the importance of preaching the gospel, and to recapture the power of Christian fellowship.

The plan of the Crusade suggested for the local church has four major features:

1—*Promotion*

- Through all available publicity media (See December SHEPHERDS, p. 2)
- Through all organizations of the church

2—*Visitation*

- On all church members not in the worship service on January 3 to secure their pledge of attendance
- On all non-church families to invite them to the worship services
- On all absentee members following Registration Sundays to urge their regular attendance

3—*Preaching*

- Sunday morning sermons on "What Methodists Believe," with major emphasis on Stewardship
  A series of 12 newspaper mats on "What Methodists Believe" is available from TIDINGS
- Sunday evening services with a series of Christ-centered sermons

4—*Registration*

- Register attendance at morning and evening services on January 3, February 7, March 7, 14, 21, 28, April 4 and 11. Some will want to register attendance every Sunday during the period. In a District Crusade, reports on attendance are to be made to the District Superintendent after each registration.

The complete plan of organization is outlined in a new booklet, *How to Organize and Conduct a Church Attendance Crusade*, which is in the TIDINGS Church Attendance Crusade Packet or which may be ordered separately from TID-

Miniature reproduction of the "Church Loyalty Covenant" card.

Church Loyalty Covenant

I desire to renew my Loyalty to Christ and His Church.

I will endeavor to attend one service of worship each Sunday during the church attendance crusade, unless prevented by circumstances beyond my control.

NAME_____

ADDRESS_____

"See You in Church Sunday"

INGS. Beautiful, new publicity materials have been prepared especially for the Crusade and are available from TIDINGS.

New Radio-Television Materials

Radio and television are powerfully effective publicity and promotion media. TIDINGS has prepared an excellent new platter of spot announcements for use on radio. These spots are 10-second, 20-second, and 60-second announcements in a variety of types. Several have musical backgrounds. Others are dramatic presentations. For television use, TIDINGS has prepared a dramatic, new film entitled, "Give God A Chance Now." It is 58 seconds in length. Its price is $10.00. Any TV station will welcome this beautiful film. Available also for television is a set of four different slides, with a spot announcement recording, selling for $8.00. Order these from TIDINGS.

Movie theatres are another effective media of promotion. For this purpose pastors may order the excellent movie trailer, "Give God A Chance." Local theatres will usually be happy to cooperate in the showing of this film, which may be obtained from TIDINGS at a cost of $5.00.

Your Finest Opportunity

Never before in the history of Methodism has there been such an opportunity to do something effective about church attendance! The nation-wide emphasis will provide a strategic time for local churches to lift up the essential nature of worship in Christian experience. It is your finest opportunity.

Churches that have not ordered the materials and set up the organization for the Crusade should ACT NOW. There is still time to get into the movement. Order your Church Attendance Crusade materials immediately! Send your order Air Mail today!

For Every Methodist

Two Outstanding Mementos of the Great Convocation of Evangelism in Philadelphia June 26-28, 1953

Addresses and General Proceedings of the World Methodist Convocation

A 72-page (8″x11″), double-column, illustrated book containing addresses delivered by Bishop G. Bromley Oxnam, Dr. Harry Denman, Bishop William C. Martin, Bishop Ivan Lee Holt, Dr. Dorothy Farrar, Dr. Harold Roberts, Dr. E. Stanley Jones, Dr. Nels Ferré, Dr. E. Benson Perkins, Bishop Arthur J. Moore, Bishop W. Angie Smith, and Dr. Maldwyn L. Edwards.

A Dollar Value
50c each

Beautiful Medallion

A beautiful gold medallion bearing the likeness of John Wesley appended to a rich purple ribbon. Woman's Societies, MYF groups, church school classes, individuals will cherish this striking memento of the 250th Anniversary of John Wesley's birth.

$1.00 each

1908 Grand Avenue TIDINGS Nashville 5, Tennessee

DAILY DEVOTIONS

AN EVANGELISTIC OPPORTUNITY

by
Chaplain Dan Jorgensen
6160th Air Base Wing
Itazuke Airfield, Japan

Chaplain Dan Jorgensen leading daily devotions at Itazuke Airfield Chapel, Japan.

Daily Devotions at Itazuke Airfield Chapel, Japan, is one of the most effective features of our chapel program. Each day at 11:45 A.M., mechanics from the flight line, pilots, and others gather in the quonset chapel for prayer, Bible reading, and hymn-singing. The program concludes fifteen minutes later with the noon-whistle.

Yet in that brief interlude of each busy day a miracle occurs—the spirit of God lifts men above the many concerns of their lives to a realm of peace and vision.

Our program has variety. We want no set mold for our seeking God. While we emphasize Scripture reading and prayer, we may use a formal service of worship, written prayers, or sentence prayers by the group. While I usually lead the program, one might find a pilot, mechanic, or truck-driver in charge.

To all of us daily devotions has been a real blessing. We have helped one another, shared our experiences, and found a spiritual fellowship that would be difficult to match.

Any church or chapel in a busy area will find its overall program enhanced and undergirded with such a program. From our experience I would suggest several points to remember in planning daily devotions:

1. A Nucleus—do you have a group of interested people in the vicinity of your church or chapel who will help? They may be members of the church or chapel staff or people who work near the church.

2. Time—what time of day is best for the group with which you begin? At one field nine o'clock at night was the best hour, at another the "coffee-break" in the morning, and at a third, seven-thirty in the morning as the workday began.

3. Program—what type of devotional program will best meet the needs of your group? Some chapels use THE UPPER ROOM, *Strength for Service, Book of Common Prayer,* or *Book of Worship,* while others tend to a freer form.

Aside from the direct benefits of daily devotions we have seen it stimulate the use of THE UPPER ROOM and other personalized devotional helps and to win men to the chapel program. One of our most loyal helpers is Airman Cliff Olsen who was himself converted through the daily prayer group at a Korean airbase.

As one mechanic said, "Daily Devotions makes a difference. If you take time for God, God will take time for you."

THE UPPER ROOM MAILBAG

Family Altar in Every Home

"We moved to this place two years ago. We needed more literature. In a little time, I made the first order of El Aposento Alto. The brothers who bought the devotionals were delighted; and since then El Aposento Alto is being read in the homes of the Methodist Church of Cd. Juarez, Chih. We have started a movement, with the help of God, for every person who gets El Aposento Alto to raise a family altar in his home, to the honor and the glory of our God."

—Mrs. R. de A. de Galvan
El Paso, Texas

Rewards of Using *The Upper Room*

"May I mention two very rewarding uses of *The Upper Room.* During the U.E.M. I took into the Fellowship of one of my local churches a man who could very certainly trace his conversion to the use of *The Upper Room.* Another person reported the benefits she had received from the use of May-June issue during which time her husband had died. These two witnesses have fired my people to a wide distribution of *The Upper Room* as a part of their ministry."

—LeRoy Davis, pastor
Kilmarnock, Virginia

The Widow's Mite

"Enclosed you will find $10.00 for the CHAPLAINS FUND. I am so glad that I received a letter from my grandson telling me how he enjoyed *The Upper Room.* He said that he read all of it. As long as the boys are in need, I will gladly send my little mite; only wish it could be more."

—Indiana

Alcoholic's Anonymous

"*The Upper Room* is the first suggested 'daily meditation' help in our program. It has been a real friend."

—Ohio

In Persuading Others . . . She Persuaded Herself

by Ernest R. Case
Pastor
Immanuel Methodist Church
Waltham, Massachusetts

It was the first evening of instruction in our local church for the visitation evangelism program. At the close of my remarks I asked the prospective visitors whether they had any questions, suggestions, or comments. One woman, who was fairly new to our church but very active, looked up with an indignant gleam in her eye and said, "Well, I thought we were simply to go out and make friendly calls."

"Exactly," I said, "we are going to do just that."

"Yes," she added, "but you mean business!"

Then, as if to make a clean breast of the matter, she announced, "You know, I'm not even a church member myself."

A strained silence fell over the group.

"You're not?" I asked incredulously. Then, in an attempt to smooth the matter over and clarify the situation, I said, "But your membership is in one of our Lynn churches, isn't it?"

"No," she replied, "I used to attend services there, but I'm not a member of any church."

The tiny English lady sitting next to our indignant worker was eager for souls. She rummaged through her pocketbook and produced a pencil. With all the enthusiasm of a Wesley, she thrust the pencil toward her comrade and said, "Here, sign one of those decision cards you are holding in your hand. Do it right now."

The woman demurred.

"But you *can* answer those questions on the card, can't you?" said the sweet little Englishwoman softly.

"Yes, of course, but . . . ." and she lamely tried to defend herself again, "I came tonight with the understanding that these were just friendly calls, and you *do* mean business."

To save the situation I asked our surprised friend if she would not like to be my partner for the evening in the visitation program. I offered to do the talking. She agreed to go out on that basis.

It was a memorable evening. It was memorable, not because of the rain that was pouring in torrents on the streets and houses, but because of the love of God that welled up in human hearts. Five new decisions for Christ and the Church were secured by us. And to my wonderment, the woman who had resented the idea of the personal "soul saving business" was all business for the Lord! She told the non-church people how much prayer and worship meant to her. She was enthusiastic and aggressive. I, who planned on doing most of the talking, set the stage. She, by the grace of God, did the job!

When we completed our calls, we returned to the church to report and to enjoy some light refreshments. Just before the group disbanded for the evening, the woman who had been called upon to evangelize when she herself was not a church member turned to me and said, "Here, perhaps you'd like this."

It was the decision card, completely filled out! In persuading others to accept Christ and His Church, she had persuaded herself.

There is a postscript to this story. When the woman stood at the altar of the church on membership Sunday, her husband, who had drifted away from the church of his boyhood, stood there beside her to reaffirm his faith!

Visitation Counts!

by Mrs. Wilson McDonald
Commission on Membership and Evangelism
Grace Methodist Church
Kearny, New Jersey

LAST year the Grace Methodist Church of Kearny, New Jersey, joined with many other churches throughout the nation in a "faith program."

Every Sunday morning our members and friends were asked to sign registration cards. Attendance records were kept each week, and from this file we took the names of members who had not registered. Visitors very often sign these cards and express their desire to unite with our church.

On Sunday evening those who consented to be witnesses for Christ gathered for worship and instruction. Our scripture lesson was taken from the book of Acts, "Ye shall be witnesses unto me." The "Spiritual Life Evangelism" chart was used to instruct and inspire us in this great work for the Master. During the following week friendly calls were made for the purpose of inviting our inactive members to our morning worship service and to our Spiritual Life Evangelism series of meetings to be held the following three Wednesday evenings. THE UPPER ROOM was given to every one we visited.

A week later, our visitors gathered together once more and told some of their experiences. Our scripture lesson for that evening was "He that abideth in me, and I in Him, the same bringeth forth much fruit." The reports were very encouraging, and all said they had a happy time in the service of the King.

At our meetings we felt the Spirit of Christ in our midst. We had good singing and excellent messages emphasizing the Holy Habits—Regular Church Attendance, Tithing, Family Devotions, and Witnessing for Christ. Our speakers were Robert Green of Irvington, Reece Hill of New Province, and Roland Luerich of Bloomfield.

This visitation has been successful both spiritually and financially. There has been an increase in attendance at the morning worship service, and the financial secretary has noted an increase in our offerings, both for our church and for World Service.

This project was started with much prayer, and God has truly blessed us.

Twenty-eight new members have been received into our fellowship this season; and Franklin W. Thurston, our pastor, has inspired and encouraged each new member to serve Christ our Lord in some of our church activities that will help them grow in grace.

We praise the Lord for all the blessings He has bestowed upon us.

The Commission on Membership and Evangelism

"Project for the Month"

of January Is

A CHURCH ATTENDANCE CRUSADE

BY NOW all Methodism should know that the Council of Bishops has called all 40,000 Methodist churches to a mighty Church Attendance Crusade from New Year's Day to Easter, 1954.

Most Methodist churches will be identified with this Crusade and united in it through Area, Conference, or District organization.

Full plans and particulars for this great Crusade were published in December SHEPHERDS.

WE URGE THE FULL CO-OPERATION OF ALL LOCAL CHURCH COMMISSIONS ON MEMBERSHIP AND EVANGELISM WHERE THESE UNITED EFFORTS ARE OPERATIVE.

We know from experience, however, that not every Conference or District in Methodism will be active in preparing for and exalting this worthy movement to which our Bishops are giving leadership and to which they call all our churches. And in many instances the reason for non-participation in this Crusade on a Conference or District level will be valid.

But there will probably be *no* District without many churches which shall nevertheless desire to participate in this Crusade.

It is to *those individual churches*, desiring to share in both the responsibility and glory of this nation-wide Church Attendance Crusade, that the January "Project of the Month" is dedicated.

THE OBJECTIVE is clearly and simply to use all appropriate and possible means for achieving a significant increase in attendance at the worship services of *your* church.

THE PROCEDURES must be worked out by the Commission on Membership and Evangelism of each local church in co-operation with and under the leadership of the pastor who is, of course, a full and unrestricted member of that Commission.

The Committee on Church Attendance (see SHEPHERDS, September, 1953, article "Let's Get Organized," page 5, or the *Manual for the Commission on Membership and Evangelism*, pages 33 to 35) should be called upon to give devoted service in the promotion of this Project, and should be able, on the basis of past experience in stimulating church attendance, to make valuable suggestions as to the effectiveness of previously used attendance plans.

THE GENERAL PLAN is written in detail in the valuable and stimulating workbook "How to Organize and Conduct a Church Attendance Crusade," available from Tidings for 10c each, 6 for 50c. *Each church should have sufficient copies to supply each Commission member.* High lights from this work book include suggestions on:

- The work of the Publicity and Promotion Committee
- The duties and opportunities of the Visitation Committee
- The responsibilities of the Registration and Follow-up Committee
- The objectives of the Fellowship Committee

We suggest that each church

1. Accept and exalt the slogan and challenge "GIVE GOD A CHANCE—NOW!"
2. Keep a record and chart of church attendances January 1 through April 18.
3. Make as full a report as possible to the congregation on the results and values of the Attendance Crusade in your Church—sending a copy to your Bishop and District Superintendent, who will be most happy to receive and study it.
4. And—*above everything else*—order *immediately* sufficient copies of "How to Organize and Conduct a Church Attendance Crusade" for each member of the Commission on Membership and Evangelism. Or order the Church Attendance Crusade Packet containing this booklet and other items in recommended and necessary quantities according to the size of your church.

CONTINUATION

The Church Attendance Crusade will reveal new service opportunities, new leadership personnel, new membership prospects, and new spiritual vitality in the life of the church. These should not be neglected and lost when the Crusade ends. The Commission on Membership and Evangelism should plan now for a continuation program which will conserve the results of the Crusade.

A District
Church Attendance Crusade

by James M. McIntosh, Superintendent
Brookville (Pa.) District

LAST fall the sub-district leaders of the Brookville District (Erie Conference) decided to conduct a District-wide Church Attendance Crusade through the months of January, February, and March, 1953. This decision stemmed from the conviction that regular weekly public worship on the part of the church member produces a better informed, more fully consecrated, active Christian. It also resulted from the conviction that there exists a general carelessness about church attendance.

In December a letter from the District Superintendent was mailed to every one of the 8,000 Methodist families within the District reminding them of their church vows and calling them to a new loyalty to the Church. Since this constituted the first letter ever received by most of the laity from a Superintendent, it met with general approval and helped the pastor in setting up the local church organization necessary to carry on the Crusade.

In the local church the work was supervised by the pastor and his Commission on Membership and Evangelism. Attendance cards were provided by the District for each of the 114 participating churches. These cards provided space for the name and address of the member registering as well as space for checking any of several items of information for the pastor. Each person—man, woman, and child—was requested to fill in the information each Sunday he attended church. Shut-ins who agreed to pray for the service each Sunday at the service hour mailed their attendance cards to the pastor. This gave them the feeling that they were not forgotten. College students were also granted similar privileges of mailing their cards when they attended church away from home.

Record of Attendance

Each church agreed to keep an accurate record of the attendance of its entire membership. Absentees were followed up in a systematic manner. The usual procedure followed the sequence of two postal cards, telephone calls, and then a personal contact. In one church 10 men took over the task of contacting absentees. In another case a church secretary did some of the "follow-up" work with personalized mailings prepared by the pastor. It was not our object merely to record attendance but to visit absentees to discover how we could best help them toward regular church attendance.

Each week each pastor reported by mail to the Superintendent his morning attendance, evening attendance, and total number of members attending during the day. Each month the pastors met with the Superintendent on a sub-district basis to share experiences and aid each other in the improvement of techniques. At the close of the crusade each pastor made an evaluation of the work. It is from such an evaluation that we know some of the results of the effort.

As one pastor put it, "All the results cannot be statistically shown." Nevertheless, we have statistics. We do know that the total attendance across the District increased by 26% during the 13-week period, but that the members present increased by 34%, indicating the effectiveness of follow-up work. With the exception of Sundays when winter weather was severe, the attendance showed a constant rise. During the crusade 70% of the resident members attended church at least once. It is both challenging and disturbing that over 5,000 members residing within the District never got to church between Christmas and Easter. When the figures were tabulated we discovered that throughout the Crusade period 34½% of the resident members attended church regularly.

Other results reported by pastors were far more significant than the statistics. These values are as follows:

(1) Official Boards became conscious of the great number of members who consistently absent themselves from the worship services of the church.

(2) From the attendance cards rural pastors received a great deal of

Miss Genevieve Davis, secretary at Trinity Church, Oil City, Pennsylvania, checks the attendance cards for follow-up in the attendance crusade, January-March, 1953.

information which members had never been privileged to provide.

(3) Careless people were activated.

(4) The Local Church Commission on Membership and Evangelism, in most cases, began collecting valuable information for the work of the Commission.

(5) Inactive members were impressed by the fact that the church was actually interested in them rather than in their money. Many had never previously been called on by any member of the church.

Increased Attendance

(6) Increased attendance at worship services resulted.

(7) Commissions on Membership and Evangelism were put to work on a specific task.

(8) Several pastors learned that there are numerous laymen who are willing to work when given a definite church responsibility.

(9) Church attenders were alerted to the importance of contacting absentees.

(10) The Crusade produced a District solidarity which was healthy for both the pastors and the congregations.

Several stories illustrating the above values could be recalled. Many lives were spiritually blessed through this enterprise and many communities brought to a new appreciation of the Church. The enthusiasm of many of the pastors has prompted the decision to repeat the observance, as suggested by The General Board of Evangelism, for the period from January 1, 1954, through Easter.

The 1954 Crusade

In the 1954 Crusade the District will combine an attendance emphasis with a Spiritual Life Mission in every church. Each pastor will conduct his own preaching mission during January and February, using the themes of The Spiritual Life Mission for Sunday sermon emphases. The month of March will be devoted to the actual visitation phase of the mission. We hope to profit from our errors of last year and better organize the weekly "follow-up" of Sunday absentees to make our second effort more significant than the first.

Such an extensive campaign is possible only through the cooperation of every pastor in the District. The excellent cooperation of Brookville District pastors produced among the laymen an enthusiasm which gave impetus to the Crusade.

The January Tract of the Month

Why I Joined the Church

by Homer T. Fort

This stirring tract by the pastor of First Methodist Church, Beaumont, Texas, presents a personal testimony to the rich experiences associated with church membership and attendance. Excellent for distribution at any time. Particularly appropriate for use in connection with your Church Attendance Crusade. Give one to every member and every prospective member.

$2.00 per 100

(Tract-of-the-Month Club Members will receive this tract automatically at the Club rate of $1.50 per 100.)

OTHER HELPFUL LEAFLETS ON THE CHURCH

Why I Go to Church

A new leaflet containing twelve personal testimonies.

$2.00 per 100

The Lost Day

Elmer E. Helms

An eloquent appeal for the spiritual observance of Sunday.

$2.00 per 100

Sunday and Spiritual Starvation

James R. Webb, Jr.

A brief human-interest tract emphasizing the need for church attendance.

$2.00 per 100

TIDINGS

1908 Grand Ave. Nashville 5, Tenn.

Scriptural Teachings on Church Attendance

by

A. S. Dickerson, pastor
Ariel Bowen Methodist Church
Atlanta, Georgia

THE CHRISTIAN WORLD has been taught to regard the Holy Scriptures as the yardstick by which to measure its standard of living. This is as it should be. Christians everywhere are happy that more and more peoples the world over are turning to the leadership and comfort of the Holy Bible—the WORD—and the inspiration and direction of the Christian Church.

Scripture gives us instructions for all of Christian life. Psalm 122 begins with these striking words: "I was glad when they said unto me, Let us go into the house of the Lord. Our feet shall stand within thy gates, O Jerusalem." It is reasonable that we interpret "the house of the Lord" as being the Church. The psalmist states that he was "glad." Therefore, we can see by the Scripture that *attending* church may be looked upon as pleasure.

Attendance and *filling the Lord's storehouses go together.* We are told in Malachi 3:10: "Bring ye all the tithes into the storehouse, that there may be meat in mine house, and prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven, and pour you out a blessing, that *there shall not be room enough to receive it.*" In spite of the great blessing promised in these words there are still those who would rather *send* their offerings and tithes than *attend* the services of the church. Some even go so far as to think that this is the all-important part of the church experience.

Come, Hear, and Live

Bring the Lord his due, and *receive* His blessing in return. In other words, it is *coming* to church, *hearing* His word, and *living* the way of Jesus Christ that counts much more than does giving to the church a bit of your worldly possessions from a distance.

Attend, give, and *get* God's blessing in return.

A Spiritual Contract

Attendance is written into the vow of the church. Every person who is received into The Methodist Church should be made aware of the seriousness of that vow as he stands before the altar and promises "to be loyal to The Methodist Church, and uphold it by attendance, prayers, gifts, and service."

When the ancients made their vows before the Lord, they made a contract stating in substance, "I can depend upon God to do everything which is needful for my life; therefore, from now on God can depend upon me; He can count on finding me available to do everything I am able to do to help Him accomplish His purpose in the world."

A Serious Vow

The seriousness of the vow to attend church can be seen more clearly when we remember that Jesus regards the Church as His Holy Bride.

So important is church attendance that it may well be considered second only to loyalty. Attendance is so important because it begets loyalty.

Some may argue that one can be Christian without attending church. Certainly, one may pray without entering church. But to be truly Christian, he needs to share a vital religious experience. Separate a red coal from a furnace and what happens? It becomes cold and dead. Leave the coal in the furnace and it will remain as red and glowing and *useful* as the others. The coal must be in association with the other coals to stay alive.

The Proper Attitude

In these trying times even the best of us lose our courage from time to time if we fail to have contact with God and His people in His house. We need to feel the common touch, to know friendship—Christian friendship—and to be with our friends in the pews. Thus, we give God a better chance to bless us. For then, if we really open our hearts and surrender our will to Him, we put ourselves in the proper attitude to share with the founder of Methodism "the heart-warming experience."

It is in the church that we share the glow of our Saviour's love more than at any other place. We feel the power of His living presence, and we are assured. A friend, O. Majeske, expressed this fact in a poem which he calls "The Glow."

> How do I know
> My Saviour lives?
> I know, my friend—
> It is the glow
> His living gives.
> The glow, my friend—
> The glow.

The glow of His living is felt in the church more than in the material things of life. His presence is ever in the church. There He ever gives us the assurance of Life Everlasting, and we feel the glow.

Because the church is made up of imperfect individuals, it is not a perfect institution. Some of us are prone to interpret Matthew 18:20 too literally and make of it an excuse instead of the true fact it represents. Thus they translate the words, "For where two or three are gathered together in my name, there am I in the midst," to mean, "We'll talk a little about God and Christ—that's the same as going to church."

A Delight to God

But those same people seem to forget that *a full church delights the soul.* The fact must be remembered that we can best express our eagerness to save the world through Jesus Christ *through the church.*

A full soul delights God. That is really what is meant by the phrase "a full church delights the soul." That is simple reasoning. First, a Christian is a happy person. A happy person is a delightful person. A church filled with happy, delightful persons is bound to

make the soul full. Therefore, it is a delight to the Lord.

Not only does a full church have a spiritual value, but it also has a psychological worth. There is a lift which comes to us when we are worshiping together. The full church brings about this lift. The visitors and the regular members have a greater feeling of worth when the church is delighting the Lord with a full soul. Likewise, it inspires the minister to a greater depth in his sermons.

Public Worship

Let no one assume from this that I am saying there is no value in private devotion. There most certainly is. But it should not be practiced at the expense of public worship. The church reminds us of the real and lasting values which a material world would have us forget. "Wherefore come out from among them, and be ye separate, saith the Lord, and touch not the unclean thing; and I will receive you."

The word worship springs from the words "worth" and "ship" and means that which is real and of lasting worth. Here we affirm our convictions that the things which are seen are temporal, but the things which are unseen are eternal.

In the church we find the *altar,* which should remind us that men have given their best to God because they loved Him. Here, too, we find the *cross* which reminds us how God gave His best because He loves us. Before the altar and the cross we meet in the companionship of fellow Christians and friends, to find courage to be better Christians and stronger friends than ever before.

Our godly forefathers suffered and sacrificed and died that we might have these churches in our midst. Meetinghouses, they called them, where men go to meet and commune with their Maker. God is everywhere, but we have to meet Him *somewhere.* When we worship in His house, with His children, He must be exceedingly glad.

"Feed the Sheep"

Hungry souls must be fed. This is the unfailing job of the preacher. It is the preacher's job to "feed the sheep," as Jesus said. Many people today share the experience of the Psalmist: "Their souls thirst for Thee, O God, for the true and living God, a God of Power, a God of love, a God of forgiveness."

The only time that a preacher can "feed the sheep" of his flock is when the flock attends the service.

DAY BY DAY WITH GOD

1. Begin the day with God.

Immediately on waking, set your first thought of the day on Him. Think of Him affirmatively—as radiant beauty, perfect understanding, all-inclusive love, a power sufficient for your needs. This can be done in a moment, but it is all important. It sets the tone for the day.

Then spend a few moments with Him. Open your New Testament, or turn to the Psalms. Read some of the precious promises. Go over the day in prospect with God. For the problems that may arise, ask wisdom; for the temptations to be faced, strength; for the opportunities that will come, alertness and tact. Say to yourself: "This is the day which the Lord hath made. Let us rejoice and be glad in it." Expect great things from the day, and the day will measure up. Go forth, then, confident that God will go with you and remain with you.

2. Form the habit of associating God with the events of the day.

If a church bell rings, let your thought turn to God and rest there a moment. Give thanks for the Church. Let the striking of the town clock, the blowing of the whistle, the roar of an airplane overhead, the rustle of the grass underfoot, and even the very sight of "rocks and trees, and skies and seas" turn your mind toward Him.

Learn to associate the spiritual with the material. Look beyond the event for its spiritual reference. When you pass a hospital, breathe a prayer for the sick and suffering. When you sit down to your ample meal, remember that across the world are many who do not fare so well. Ask God to make you humbly mindful of the needs of others.

When you pass a child on the street, say to yourself, "Thank God for that boy." If you meet some wreck of humanity, say to yourself, "There I go, but for the grace of God." When you see the sun go down in color, when you hear the laughter of children, when you look into the eyes of someone dear to you—thank God for the beauty He has given. Learn to bring God into the daily round—at regular moments, at odd moments, at any time and every time.

3. End the day with God.

Relax and bow quietly in His presence. Before sleep comes, go over the day in retrospect with Him. If you are worried or troubled, lay out your problems before Him. If you have been unfair to anyone in your family or out of it, ask forgiveness and pray for strength not to repeat it. If you have withstood temptation, rejoice—not boastfully, but humbly. Thank God for His mercies.

Remember that how you **end** one day has an important bearing on how you **begin** the next. If your last waking thoughts are of God and His goodness, your first waking thoughts are likely to be the same. The secret of beginning the day with God tomorrow is in ending the day with Him tonight.

In summary: begin the day with God; pierce the day again and again with thoughts of God; and end the day with God. Try this plan and see the difference.

The habit of starting the day with a period of Bible reading and prayer will do more than any other thing toward bringing to a person a sense of the presence of God. Hundreds of thousands of persons find THE UPPER ROOM invaluable as a guide in this daily devotional period.

—A reprint of a Timings leaflet. $1.00 per 100.

First Methodist Church, Bowling Green, Ohio.

The Festiva

in

A UNIVERSITY

by
Walter C. Eyster
Pastor
Epworth Methodist Church
Marion, Ohio

One of the major evangelistic emphases in many Methodist churches last year was a "Festival of Faith" emphasizing the basic doctrines of the Church. The accompanying article describes the very effective way in which one Methodist pastor promoted and conducted the Festival in a university situation.

The nation-wide Church Attendance Crusade from January to Easter offers every minister an excellent opportunity to preach on the great Christian beliefs. Plan now to interpret the basic doctrines of Christianity through a preaching program centering upon the fundamentals of the faith. People will attend the services gladly when they are presented clear reasons "for the faith that is in them."

WITH "Check It Yourself" attendance record cards and posters, "See You In Church" postal cards for inactive members, a Festival hymn—"Love Divine"—a study course on "St. John's Gospel" (this we called our postgraduate course of the Gospels), and a scriptural text (John 3:16), First Methodist Church, Bowling Green, Ohio, seat of Bowling Green State University, participated with great success and enthusiasm in the General Board of Evangelism's suggested *FESTIVAL OF FAITH* as described in SHEPHERDS. *Our congregation has been so well pleased with the results that many members of the church have already asked that we have another "Festival" next year.* One of the University students made this comment, "For us it was a prolonged religious emphasis week with more time to think about the different topics and to read and to discuss them. We all appreciated knowing more about what we believe as Methodists." For our whole congregation I believe it was a time of spiritual growth.

Mechanics of the Program

The "Check It Yourself" attendance cards were mailed to each member of the church as well as to the 800 Methodist and Methodist-preference students. Each person was urged to keep his own attendance record. The posters were placed on the bulletin boards of the dormitories and fraternity houses at the University. For the Festival our congregations averaged 600, of whom approximately one half were students.

Students reported again and again that the sermon topics of the Festival were often the basis of discussions on the campus. Our townspeople often mentioned the topics to me at civic gatherings.

The "See You In Church" cards, with one empty seat pictured in the sanctuary, were mailed to the inactive members. The empty seat was marked with a circle, and these words were written on the front of the card: "YOUR PLACE—We miss you." It was surprising to see how many of our folks responded to this card.

Students Participate

Our week of Christian Witness, February 22 to March 1, came as our part of the Ohio Area Evangelistic Mission. This week was not only observed in the local church, where I was assisted by William Phillips, pastor of our college church at Berea, Ohio, but also was carried out on the campus by the Methodist students themselves. These students, who organized to contact inactive Methodist students, ended the week with a beautiful candlelight consecration communion service at the church on Sunday evening, March 1.

Palm Sunday showed the results of the week's endeavor when 78 persons united with our Fellowship. Twenty-seven had already united with our church this year.

Our Festival hymn, "Love Divine," was sung often during the Festival and the scriptural text was referred to many

f Faith

OWN

times. Our people were urged to read and study the Gospel of John and to base many of their home devotional periods on this scripture, as well as to use the daily readings in THE UPPER ROOM. All our Sunday Scripture Lessons were taken from this book.

Dedication of Pulpit

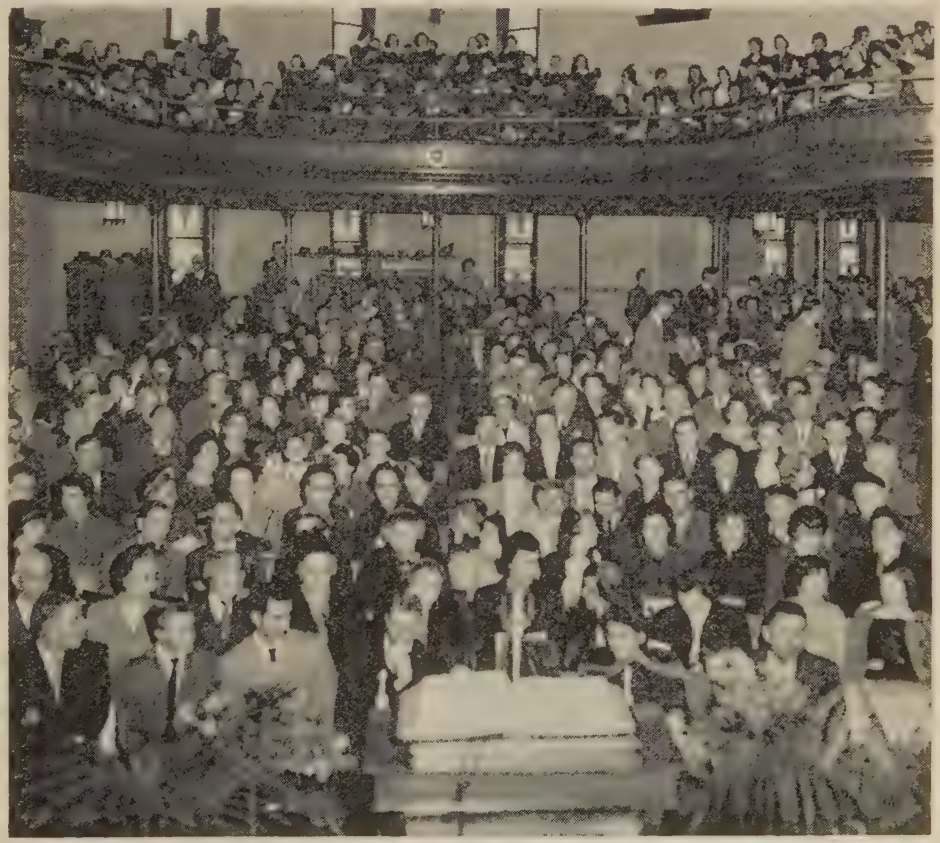
Another of the many high lights in our Festival of Faith took place March 15. This was the presentation and dedication of our new white oak altar and pulpit given to the church by the Livewire Class in celebration of the class's 40th anniversary and the 85th birthday of its founder, Mrs. S. R. Case. Walter A. Zaugg, a former teacher of the class and head of the Department of Education at Bowling Green State University, delivered the morning message.

During the Festival we had a number of outstanding ministers and laymen to present some of the various topics. Among these were G. Ray Jordan, professor of Homiletics at Emory University, Atlanta, Georgia; Kenneth Learey, Defiance District Superintendent, Ohio Conference; Ralph W. McDonald, president, Bowling Green State University; and Harold Bremer, Executive Secretary, Board of Education of the Detroit Conference, who preached and assisted the students in preparing for this Christian Witness on the campus.

These have been great Festival days for this one local congregation, and we deeply appreciate the guidance and help received through SHEPHERDS.

Seventy-eight new members received Palm Sunday, March 29, 1953, First Methodist Church, Bowling Green, Ohio.

Part of the Festival of Faith congregation (center section only) in a morning service at First Methodist Church, Bowling Green, Ohio.



CHURCH ATTENDANCE CRUSADE MATERIALS

Probably there is nothing that, week in and week out, will build up a person spiritually and tie his love and loyalty to the church as will regular church attendance.

Essential for Every Church

CHURCH ATTENDANCE CRUSADE PACKET

Packet	*Membership*	*Price*	*Packet*	*Membership*	*Price*	*Packet*	*Membership*	*Price*
No. 1	100	$ 3.00	No. 4	400	$12.00	No. 7	700	$21.00
No. 1½	150	4.50	No. 4½	450	13.50	No. 7½	750	22.50
No. 2	200	6.00	No. 5	500	15.00	No. 8	800	24.00
No. 2½	250	7.50	No. 5½	550	16.50	No. 8½	850	25.50
No. 3	300	9.00	No. 6	600	18.00	No. 9	900	27.00
No. 3½	350	10.50	No. 6½	650	19.50	No. 9½	950	28.50
						No. 10	1,000	30.00

These packets contain the necessary and recommended quantities of all basic materials to be used in your church's Attendance Crusade. Order according to the size of your church.

Churches with more than 1,000 members, or that want more than 1,000 attendance covenant cards, should order two packets to match the membership, or the number of attendance covenant cards desired.

VERY IMPORTANT

These are not in the packet but are very important.

Attendance Registration Cards

50¢ per 100; $2.25 for 500; $4.00 per 1,000

For best results you will need to register the attendance, on several Sundays, of each person present. For individual registration, order large supply.

OTHER HELPFUL MATERIALS

These helpful materials are not in the Packet. Order them separately, and get extra results.

Letterheads, 8½x11 inches, mimeograph paper 75¢ per 100
Letterhead says "Church Attendance Crusade" and contains "Give God A Chance Now" emblem, and another brief statement.

Printed Letters, 8½x11 inches $1.00 per 100
On the above letterhead, an appropriate letter is printed, ready for signing and mailing to members and constituents. It announces the Church Attendance Crusade and requests full cooperation.

Church Bulletins, $1.00 per 100
A printed bulletin, for use on the first Sunday of the Crusade. Delivered flat, so that inside of bulletin may be mimeographed or printed locally with local church program announcements.

Automobile Bumper Strips, 19x4¾ inches 50 for $6.00
These Bumper Stickers are two colors, one color being the famous "Day-Glo" paint. The message reads, "Give God A Chance NOW! Attend Church Every Sunday." **Sold only in lots of 50.**

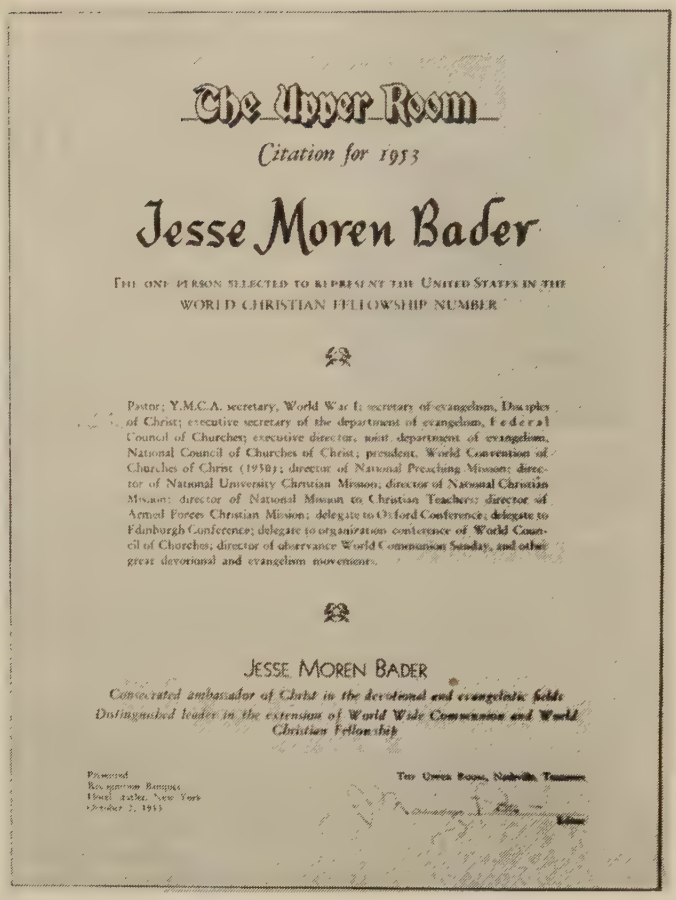
Billboards, $10.00 each
Large 24-sheet roadside billboard posters containing two-color "Give God A Chance Now!" emblem. District, county, cities, and ministerial associations may write for quantity prices of 10 or more.

Radio Spot Announcements, $4.00 each
Transcription record for use by radio stations, containing brief spot announcements concerning the church and church attendance. Non-denominational.

1908 Grand Avenue **TIDINGS** **Nashville 5, Tennessee**

General view of the speaker's table in the Skytop Room of the Hotel Statler, New York.

JESSE M. BADER RECEIVES 1953 UPPER ROOM AWARD



The Upper Room

Citation for 1953

Jesse Moren Bader

THE ONE PERSON SELECTED TO REPRESENT THE UNITED STATES IN THE WORLD CHRISTIAN FELLOWSHIP NUMBER

Pastor; Y.M.C.A. secretary, World War I; secretary of evangelism, Disciples of Christ; executive secretary of the department of evangelism, Federal Council of Churches; executive director, joint department of evangelism, National Council of Churches of Christ; president, World Convention of Churches of Christ (1938); director of National Preaching Mission; director of National University Christian Mission; director of National Christian Mission; director of National Mission to Christian Teachers; director of Armed Forces Christian Mission; delegate to Oxford Conference; delegate to Edinburgh Conference; delegate to organization conference of World Council of Churches; director of observance World Communion Sunday, and other great devotional and evangelism movements.

JESSE MOREN BADER

Consecrated ambassador of Christ in the devotional and evangelistic fields
Distinguished leader in the extension of World Wide Communion and World Christian Fellowship

Presented
Reservation Banquet
Hotel Statler, New York
October 2, 1953

The Upper Room, Nashville, Tennessee

The Citation presented to Dr. Bader.

Dr. Jesse M. Bader, director of the Joint Department of Evangelism of the National Council of Churches, was presented the 1953 Upper Room Award for Christian leadership at a dinner in the Hotel Statler, New York, on October 2.

The presentation was made by Dr. J. Manning Potts, editor of THE UPPER ROOM, before a group of distinguished churchmen representing almost all Protestant denominations and leaders in the field of devotional life and evangelism. Dr. Potts also presented Dr. Bader with copies of the various editions of THE UPPER ROOM (21 editions —17 languages) which contain Dr. Bader's meditation, the only one by an American in the September-October issue.

Dr. Bader was cited for his many years of leadership in the cause of evangelism and devotional life and for his sponsorship of the annual observance of World Wide Communion Sunday in the Protestant denominations. The dinner was held on the Friday evening preceding World Wide Communion Sunday.

Dr. John Sutherland Bonnell, pastor of New York's famous Fifth Avenue Presbyterian Church, was the principal speaker. Bishop William C. Martin, president of the National Council of Churches, brought the greetings from Dr. Bader's co-workers and from the Council leaders. Bishop Martin also paid tribute to Mrs. Bader and presented her with a corsage of orchids from The Upper Room. Dr. Harry Holmes, secretary for twenty-five years of the World Alliance for International Friendship, presided as toastmaster.

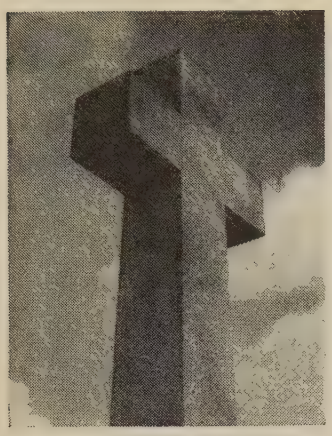
Dr. Bader was the recipient of many scores of letters from leaders in the field of devotional life and evangelism —many presented at the dinner.

Previous recipients of The Upper Room Award have been: Dr. John R. Mott, internationally known missionary leader; Dr. Frank C. Laubach, missionary educator and foe of illiteracy; and Bishop Ralph Spaulding Cushman, the poet-bishop.

Bishop William C. Martin, President of the National Council of Churches, presented the greetings of the National Council at the dinner honoring Dr. Jesse M. Bader. Also shown in the picture are Mrs. William C. Martin and Dr. J. Manning Potts, editor of *The Upper Room*.

Dr. Potts presents the Citation for the 1953 Upper Room Award to Dr. Jesse M. Bader as Mrs. Bader looks on. On the table in front of Dr. Bader are the 21 editions of *The Upper Room* which contain his meditation.

Dr. John Sutherland Bonnell, pastor of the Fifth Avenue Presbyterian Church, New York, was the principal speaker. Others shown with the speaker are left to right: Mrs. William C. Martin, Dr. J. Manning Potts, Dr. Harry Holmes, who served as toastmaster, Mrs. Bader, and Dr. Bader.



If I Had

ONLY ONE MESSAGE

on Evangelism

by Jesse M. Bader
Executive Director—Joint Department of Evangelism
National Council of the Churches of Christ

PREACHERS have been asked, now and then, this searching question, "If you had only one sermon to preach, what would you say?" The editor of SHEPHERDS has confronted me with a similar question, "If I had only one message on evangelism, what would I say?" This question I shall attempt to answer under the limitations of space. Therefore, in answer to this question, may I state, as briefly and as pointedly as I can, some things about evangelism which the years have taught me.

The Centrality of Christ

The centrality of Christ is first in evangelism. This primary work of the churches can't be carried on apart from Him. He gives meaning and power to it all. Since man is a sinner, he needs a Saviour. The one who died on Calvary's cross in the long ago is that Saviour, for "in none other is there salvation." It is impossible to carry on New Testament evangelism in any generation without a high Christology.

In this glorious business of redeeming and saving twentieth-century man, one must present a Christ who is mighty to save. This Son of God and Son of Man must be presented as the one "who is able to save to the uttermost all them who come unto God through Him." Some churches are unsuccessful in their evangelism today because of their failure to make Jesus Christ central in their lives, teaching, and preaching.

Human nature needs to be changed. Christ has the power to change it. He can make bad men good and good men better. I would say to every minister and every church, keep Christ central in your evangelism.

The Imperishable Message

The imperishable message of salvation is the Christian gospel. It is good news. It is good news about God. It is good news that "God was in Christ reconciling the world unto himself." It is good news that "God so loved the world that he gave his only begotten Son."

This imperishable message did not come from man. It came from God. It is a "given."

This gospel we are called upon to teach and preach is as fresh as the break of day and as old as the continuity of daybreak through the ages. It grows not yellow with age. Time does not abate its power; but, like its Author, it is "the same yesterday, today, and forever." The timeless mandate to the churches still is, "Preach the word"; and when it is faithfully proclaimed, something happens to the lives of men and women that makes them different.

The apostle said of this evangel we teach and preach that "it is the power of God for salvation to everyone who has faith." Evangelism has to do not only with the presentation of the evangel, but also with its presentation for a verdict.

This is a confrontation of man with the Christian message for decision. More teachers and more preachers need to present Christ today for decision. "What shall I do with Jesus who is called Christ?" is not the question that Pilate alone had to answer; it is also the question that every person must answer. I would say to every minister and every church, present the Christian message for a verdict.

Evangelism and the Churches

Churches are always within one generation of extinction. Let any congregation fail to evangelize for a generation, and it is in grave danger of going out of existence. The churches need evangelism to save themselves from the sterility of a merely cultural religion. Churches must evangelize or perish. Evangelism is not an elective in the life of any congregation. It is an imperative. The churches are always in danger of becoming a complacent, chubby, clubby, collection of nice folks who are satisfied with themselves—a sort of closed shop for the edification of the saints.

Evangelism, when faithfully practiced, is the guarantee of the perpetuity of the faith and of the churches in this and every land around the world. Well may any congregation ask the question of the Philippian jailer when he said, "Sirs, what must I do to be saved?" The same reply to that question would not be given to a church which was given to the jailer. One reply to that question for a church would be, "O church of the living Christ, if you would save yourself you must be busy in the salvation of others." I would say to every minister and every church, keep a strong evangelistic emphasis in your program and work. Make evangelism primary, for though it is not the only business of the churches, it is the first business of the churches; and what Jesus Christ made primary, the churches dare not make secondary.

A Concern for the Unreached

There are millions still unreached in America. They are not a part of the vital fellowship of any congregation.

What is the measure of concern for the babies of the community that they may come to know Christ and have the care of the church?

What about the older boys and girls born since Pearl Harbor? Is Christ to have them as his young disciples? Who is to have their lives?

What about youth? Is the Church doing all it can to teach and win them and bring them into its fellowship?

The answer to these questions is to be found in an evangelistic concern. Christians are those who care. They carry a burden on their hearts for those not a part of the fellowship of the churches.

The concern of the Church's Christ was expressed in His statement, "The Son of man came to seek and to save that which was lost." He was always seeking, and He was always saving. If the churches have His concern, they too will be seeking and saving tirelessly. I would say to every minister and every church, keep the seeking note in your life and program. Keep a concern for folks alive and active.

The Minister and Evangelism

It becomes more and more apparent that the key person in evangelism in every congregation is the minister. In fact, as long as the Protestant churches are organized and constituted as they are now, the minister is the key man to almost everything the church does.

This is true in evangelism as in nothing else. He determines the emphasis to be made; he sets the tone; he decides the program; and he chooses the direction. No congregation goes ahead of leadership. A church looks to its minister for leadership, and it has a right so to do. If the minister's primary emphasis is on something else other than evangelism, then very soon all is not well in Zion.

The ministers of our churches must increasingly accept their responsibility as evangelistic leaders in their churches. The minister is the herald of a passion, but he cannot be the herald of a passion that he does not feel. His heart must be aflame with an evangelistic zeal to see others brought to Christ for conversion and for His service.

The evangelistic leadership of the minister includes his world-wide missionary outlook. World missions in evangelism extended to the ends of the earth. If John Wesley could say, "The world is my parish"; what about the twentieth-century minister who has the modern means of communication and transportation at his command? The world is his parish, too. In this world parish millions still wait the coming of Christ's messengers.

I would say to every minister in America, "Do the work of an evangelist."

The Teacher and Evangelism

Christian teachers are needed in the home, the church school, on the campus and elsewhere, who will not only teach faithfully the word of God, but who will teach for a verdict. If the teachers of our churches expect the minister to preach for a verdict, the minister has a right to expect his teachers to teach

(Continued on next page)

Jesse Bader and Evangelism

No person has done as much for ecumenical Christianity in America, through evangelism, as Dr. Jesse M. Bader has done in the many years he has served as the executive leader of the Department of Evangelism of the Federal Council of Churches and the National Council of Churches. Thirty years ago, the word "evangelism" wasn't even in good repute in many church circles. Today it is the most highly honored and significant word in our church vocabularies and programs. Nearly every movement that has contributed to make this change possible can be traced to the fertile mind, warm heart, and dedicated life of Jesse Bader. In a real sense, he is Mr. Evangelism himself. That is, he combines in his own personality the fine qualities and purposes that go to make for the spirit and program of true Christian Evangelism working through the Church.

Under his gifted leadership the Department of Evangelism has been developed into one of the strongest departments of the entire National Council of Churches. The work and message of this Department have done much to win friends and adherents to this interdenominational movement and have played a significant part in stimulating financial support for its entire work. Even more important, the Protestant churches of America have been challenged and led to make evangelism the chief purpose of their life and work. In a constructive way, they have been led, step by step, to give Christian evangelism a major place in their purposes and programs, and these have been brought into a great spiritual advance in the life of our nation under God. In all of this he has had the ability to enlist many helpers in all the churches, which is one of the secrets of his spiritually fruitful leadership.

Doctor Bader now approaches the age of retirement from active service, as established by the constitutional law of the National Council. That his retirement is necessary, everyone who is associated with him regrets. But that it is deserved and deserved richly, everyone agrees to. His interest and participation in the evangelistic program and advance through the churches will continue. The denominations that have been associated under his leadership, through their representatives in the Joint Department of Evangelism, express their deep gratitude for his consecrated and fruitful leadership and assure him of their prayers on his behalf as he lays down these active leadership responsibilities; and express the hope that there may be yet many years of Christian association with him in the yoke fellowship of evangelism through the churches.

Doctor Bader's retirement, voted by the General Board of the National Council of Churches, becomes effective on December 31, 1953.

—Reuben H. Mueller, Executive Secretary
The Board of Christian Education
The Evangelical United Brethren Church

for a verdict. This means to teach Christ and His word with a view to commitment. "Remember now thy Creator in the days of thy youth."

Youth time is decision time. The word of yesterday was *rescue,* but the divine whisper of today is *prevent.* The greatest doctor in the community is not the one who cures diseases but the one who prevents disease. The teacher is in the high business of preventing boys and girls and young people from going to the prodigal son's territory.

I would say to all teachers, "Cultivate the evangelistic spirit. Teach for decision."

Laymen and Evangelism

Increasingly the churches are selecting, training, and using laymen and laywomen for evangelism. When carefully and prayerfully prepared, they can do personal work with surprising results. This is a tried and proved method. Those enlisted in this work not only do something for the persons interviewed but the work does something to them.

Here is one of the most effective methods of reaching the unchurched of any community. The workers need to be carefully trained. Any minister who will take the time to train and use his laymen and women in evangelism will have new members coming into the fellowship of the church month by month and, in some cases, week by week. We need to train and use more laymen in this work of evangelism.

I would say to the ministers and the churches, "Give a larger place to the use of the laity in evangelism. Train them and keep them at it."

We are living in a time of rapid change. People are living under different conditions than they did at the beginning of this century. In those days, when an evangelistic mission was announced, everyone attended, largely because there wasn't any place else much to go. Those not members of the churches of a given community attended the "revival meeting" in large numbers and conversions were many.

Not so, in these days in the average community. The evangelistic missions of today are attended mostly by those who are already members of some church. If the unchurched are reached these days in large numbers, it must be by some other method, such as radio, television, the church school, and Visitation Evangelism.

There is a tremendous need for evangelistic missions now as always. When preparing for and holding them, however, ministers and churches need to keep in mind those who will be present. They are, for the most part, already members of some church. They need a mission, for Christians need a spiritual quickening and an opportunity for recommitment. With all this in mind, perhaps the evangelistic missions need to be held primarily for the churches.

Then expect a revived church to engage in reaching the unchurched through some of the proved methods of lay evangelism. Instead of having a few evangelistic missions in local churches and interdenominationally, I would strongly advocate more such missions in order to keep the fires of evangelism rekindled on the altars of the churches.

The Back Door of the Church

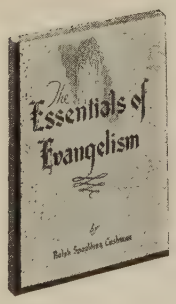
The church has two doors. The front door should be open always so that "whosoever will may come." The back door should be kept closed. This means careful and further teaching of new Christians and their assimilation into the life of the congregation through training for service.

The churches are doing better in this whole matter of a closed back door, but there is much more that needs to be done than is being done. All this has to do with the shepherding responsibility of the churches.

Our greatest leakage in church membership is with the members who move. When they move, they fail to transfer their membership to another church in their new community.

I would say to all ministers and churches that more care should be given to hold and develop those who have been won.

Two Major Books on Evangelism



The Essentials of Evangelism

by Bishop Ralph S. Cushman

A plain treatise on evangelism emphasizing vital areas of Christian responsibility.

80 pages. 35c each; 12 or more, 25c each

Evangelism for Our Age

A Stirring Book of Evangelistic Messages by
Twelve Methodist Bishops, with an Introduction
by Bishop Donald H. Tippett

104 pages; 35c each; 12 or more, 25c each

1908 Grand Ave. TIDINGS Nashville 5, Tenn.

Notice the prominent display of *The Upper Room* in this supermarket.

AN OPEN MARKET

In the October issue of SHEPHERDS, the story of what one Louisiana layman was doing to distribute 1,000 copies of each issue of THE UPPER ROOM was told. Well, Mr. Seth Poole, insurance and real estate broker of Baton Rouge, Louisiana, is not one to rest on his oars but is at it again. His most recent idea is well worth looking into.

Mr. Seth Pool's only desire is to get the people to pray and read the Bible. Following the daily devotional guide in THE UPPER ROOM he has found to be the most effective way to accomplish this. If you will read the letter he wrote to the manager of his local A&P supermarket which has been reproduced here, his plan will become self-explanatory.

Many of our readers have taken up the idea of distributing THE UPPER ROOM, as a Christian Witness, in Hotels, Motels, Institutions, Newsstands, etc. Now, some may want to follow this new idea by making THE UPPER ROOM easily available to the buying public through the medium of the supermarket.

P. O. BOX 1251 — OFFICE PHONE 3-9559 -- HOME PHONE 2-1283

SETH POOL
REAL ESTATE
Licensed and Bonded Real Estate Broker
BATON ROUGE, LOUISIANA

Dear Mr. Griffith:

I am enclosing two recent numbers of THE UPPER ROOM, the world's most widely read daily devotional.

As you will note from the brochure attached, this bi-monthly guide to personal and family devotions is used in more than two million homes, is distributed in 50,000 churches representing every evangelical denomination, and is written by men and women of many faiths. It is also printed in 20 editions and 16 languages — almost worldwide.

A check of a recent number will show meditations written by such outstanding laymen as J. C. Penney, J. Edgar Hoover, Roger Babson, and other men of like caliber. Their cooperation proves both the worth and need of this devotional.

Here in Baton Rouge we laymen are making THE UPPER ROOM available to the public by putting it on sale in such places as News-stands, Drug Stores, Tourist Courts, Hotels, Book Stores, Food Stores, etc. Of the chain stores, Pac-a-sak's four stores each has a display on each of their two checking counters in each store. Capitol Stores have them on sale in their large store on Florida Street. The picture enclosed shows THE UPPER ROOM in the magazine rack in this Capitol Store. It is attached to the side of the cash register at each checking counter. The managers of these places of business tell us the public reaction to finding these devotional guides available to them in these stores is very favorable.

How about letting us try them in your store?

Congratulations to you for giving us a new A & P Food Store that will more nearly fill the needs of our growing city.

Awaiting your reply with much interest, I am

Sincerely yours,

SP/h

Seth Poole

SECOND ANNUAL

Laymen's Spiritual Life RETREAT

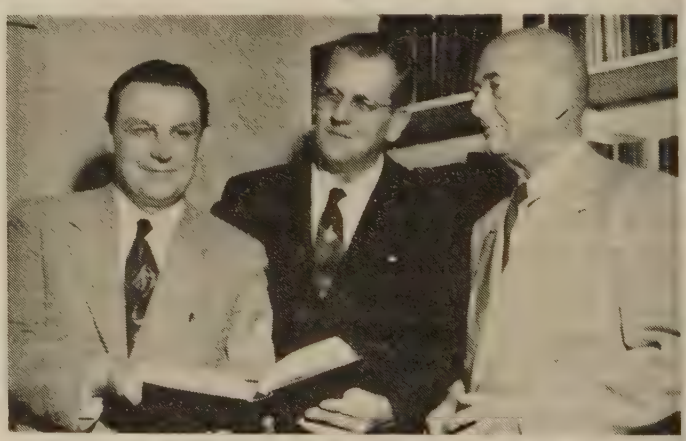
Rev. Howard W. Ellis sketches his conception of Christ and the Rich Young Ruler for one of the workshops at the retreat.

Prof. Hadley Crawford of the music department at Simpson College directs singing following one of the fellowship meals.

The Second Annual Layman's Spiritual Life Retreat was held in Des Moines, Iowa, September 25-27, 1953. Sponsored by the General Board of Lay Activities and the General Board of Evangelism, and by the Conference Board of Lay Activities in the Des Moines Area, the Retreat brought together men from 17 states, and 29 Annual Conferences. The three-fold emphasis in the Retreat included inspiration, prayer, and witnessing. The laymen shared high moments of inspiration, gathered several times in small groups for prayer, and learned ways of witnessing for Christ by actually doing it. Speakers—in addition to representatives of the staffs of the General Boards—included Rev. Virgil D. Morris, of New Orleans, Louisiana; Mr. Bradshaw Mintener, of Minneapolis, Minnesota; and Bishop F. Gerald Ensley, of the Des Moines Area.

So significant were the results of the Retreat that an urgent resolution was passed requesting the setting up of Spiritual Life Retreats for Laymen on a Jurisdictional basis in 1955. General Chairman of the Des Moines Retreat was Mr. Jack Shelley, president of the Des Moines Methodist Union. He was ably assisted by representative laymen from the Iowa-Des Moines and the North Iowa Conferences.

Shown at the speakers table are (left to right) Mr. Robert G. Mayfield, Chicago, Executive Secretary of the General Board of Lay Activities and Keynote Speaker; Mr. Allen Whitfield, lay leader of Iowa-Des Moines Conference; Bishop F. Gerald Ensley, Des Moines Area; and Dr. Howard Buxton, Des Moines District Superintendent.



Left to right: Dr. G. Ernest Thomas, director of the Board of Evangelism's Department of Spiritual Life and director of the retreat; Dr. Virgil D. Morris, Superintendent of the New Orleans (La.) District and one of the principal speakers; and Dr. Clifford Bacon, minister of First Church, Des Moines, host pastor.

Rev. Eugene E. Golay of the Board of Evangelism's Department of Evangelistic Methods addresses the group.

CANADIAN EVANGELISM CONFERENCES

The annual Conference on Evangelism of the United Church of Canada was held September 2-4, at Whitby, Ontario. The conference was under the direction of Dr. J. R. Mutchmor, executive secretary of the Board of Evangelism and Social Service of the United Church of Canada. The guest speakers were Dr. James Clarke, a former Winnipeg United Church minister and now pastor of the Second Presbyterian Church in St. Louis, Missouri, and Dr. Harry Denman. Dr. Clarke gave two outstanding addresses dealing with the need of a new evangelism in our time. He said:

"The real adversary of Christ is the godlessness of His pious followers. The mind of man is secularized because the Church is not spiritualized. The gains of culture are slipping through fingers too weak to hold them. No one country has faith in another, and the very points of the moral compass are confused so that good is made to appear evil, and evil made to appear as good."

Dr. Denman said: "The churches stop their work at Easter. When the Lord comes out of the grave, the Christians go in! We'd rather be in a supper room, than an Upper Room. You cannot name one person whom Jesus converted through preaching! We have too many sophisticated churches which are merely social clubs of which the preacher is the chaplain."

Dr. and Mrs. C. Templeton were present in the conference for one day and charmed their hearers in word and song. Devotional speakers were the Rev. Emlyn Davies of Yorkminster Baptist Church, Toronto, and the Rev. Norman MacKenzie of Burgessville, Ontario. Among other interesting features of the conference was a Panel discussion on Rural Evangelism.

A new venture this year for the Board of Evangelism and Social Service was the Conveners' Conference held September 8 and 9 at Gimli, on Lake Winnipeg, Manitoba, under the direction of the Rev. Homer R. Lane, assistant secretary of the Board of Evangelism and Social Service of the United Church, and the Rev. W. E. Leighfield, secretary of the Christian Education Committee of the Manitoba Conference. These conveners are the presbytery leaders of evangelism and education in the Manitoba Conference.

Dr. J. Manning Potts, editor of the THE UPPER ROOM, was the chief inspirational speaker for these sessions. The chairmen of the sessions were the Rev. Esek Stewart, Conference Christian Education Convener, and the Rev. S. R. McLeod, Conference Evangelism and Social Service Convener.

One of the features of the session was a panel discussion on "Laymen in the Church," arranged by the Rev. S. R. McLeod, and participated in by four laymen.

The host to the conference was Dr. J. M. White, director of the Fresh Air Camp of the United Church, at which the meetings were held.

Christian Education Committee in Conveners' Conference at Gimli, Manitoba.

Rev. Ted Leighfield at the literature table at Gimli. *Upper Room* and *Tidings* literature was displayed and sold with the literature of the United Church.

Evangelism and Social Service Committee of the Manitoba Conference in Conveners' Conference at Gimli, on Lake Winnipeg.

Leaders of the Annual Conference on Evangelism of the United Church at Whitby. They are (left to right) Dr. W. G. Berry, Associate Secretary of the Board of Evangelism and Social Service; Dr. J. R. Mutchmor, Executive Secretary, Board of Evangelism and Social Service; Dr. Harry Denman; and Dr. James Semple, Chairman of Whitby Conference.

Bishop William C. Martin (left), Dallas, Texas, President of the National Council of Churches, congratulates his fellow-townsman, Rev. Robert E. Goodrich, Jr., upon his lead role in a new weekly television program, "The Pastor."

Dramatic New TV Program

"The Pastor"

Depicts Busy Life of Minister

A Texas Methodist minister soon will be a weekly visitor in thousands of American homes through the magic of television.

"The Pastor," a dramatic series featuring Robert E. Goodrich, Jr., pastor of First Methodist Church, Dallas, has been produced by the Methodist Radio and Film Commission for release this fall through the National Council of the Churches of Christ in the U. S. A.

Fast-moving and centered on "real life" situations, the 15-minute programs depict the busy life of a minister outside his pulpit as he serves as counselor and friend in the application of Christian faith to problems of individuals in his community.

Dr. Goodrich has played the lead role for four years in a similar program telecast "live" by Station KRLD-TV, Dallas. Talent for the wide variety of dramatic roles is drawn from several theater groups of the city.

The first 13 programs in the filmed series, financed by the Methodist commission, will be offered free to all television stations starting November 1. Other denominations in the National Council plan to assist in financing succeeding programs.

"This program is another extension of the church's television ministry, designed as an arm of the local church in meeting the needs of people," said Dr. Harry C. Spencer, executive secretary of the commission.

Bishop William C. Martin, President, Council of Bishops and President National Council of Churches, said:

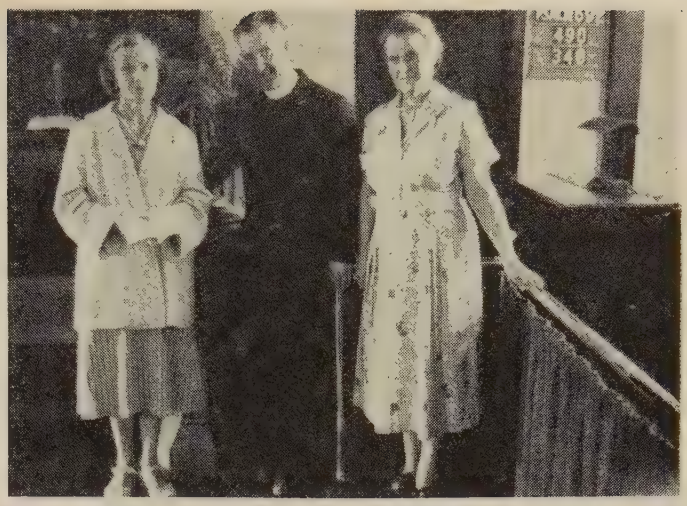
"The Church has been slow in its use of television as a means of bearing its witness. One cause for this delay has been the difficulty of preparing and producing programs with a relevant message and with sufficient dramatic appeal to hold the attention of those who do not attend services of worship. It is particularly gratifying when, as a result of long and pains-taking experimentation involving many capable minds, a program has been evolved which meets these exacting requirements. We congratulate Dr. Robert E. Goodrich, Jr., and his associates upon this achievement and are confident that 'The Pastor' will bring a message of faith and hope into thousands of American homes."

Titles of the first programs are "End of the Line," 'The One-Step," "Fur Coat," "Phone Call from Johnny," "Unbroken Law," "Out of Tune," "Where Is God?" "Roadblock," "Charity Performance," "Convicted," "The Doctor's Wife," "Why?" and "You've Got to Be Taught."

Methodists who wish to help book "The Pastor" with their local TV stations are invited to write: The Methodist Radio and Film Commission, 1001 19th Ave., South, Nashville, Tennessee.

On the set of "Phone Call from Johnny"

The Pine Falls Paper Mills.



Mrs. George Dawson, The Rev. Mr. Cecil A. J. King, and Mrs. A. J. King standing at baptismal font in front of the United Church.

When Strangers Become Neighbors

Pine Falls, a town made up almost entirely of paper mill employees, is located in the northern part of Manitoba, Canada. Here is located one of the great paper mills of Canada. Since much of the paper used in the United States comes from Canada, it is possible that some of the paper you are now holding may have come from this mill.

Pine Fall, Manitoba, Canada, how remote it sounds. How many had heard of this small town before? Yet, here, in this place, THE UPPER ROOM is widely circulated and used. Through its fellowship, one feels a part of the total fellowship of believers and the remote places become our next-door neighbors.

Dr. J. Manning Potts, editor of THE UPPER ROOM, had the privilege of visiting with these kind, warm-hearted people in September. There he became acquainted with The Rev. Mr. Cecil A. J. King, minister of the United Church, which sponsors THE UPPER ROOM, and Mrs. George Dawson, who distributes THE UPPER ROOM.

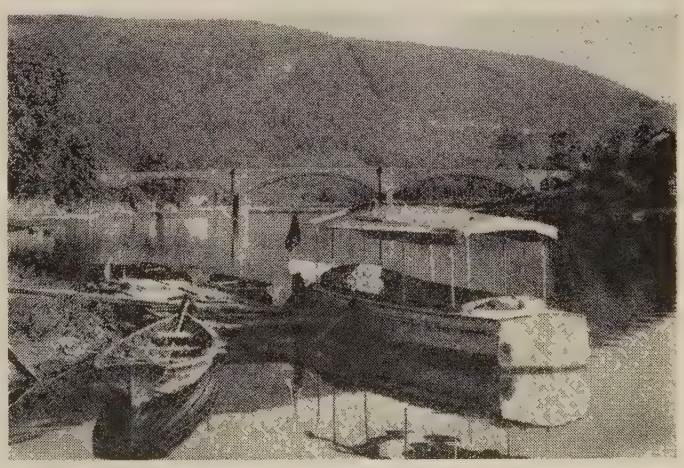
Auf Wiedersehen!

How simply each meditation is signed in *The Upper Room*. Yet what a heart-warming story could be found in the person behind each name. We wish it were possible to let each contributor come alive to the readers of *The Upper Room*. Space does not permit this but every now and then some striking coincidence occurs that make us feel we would like to introduce a particular writer to you.

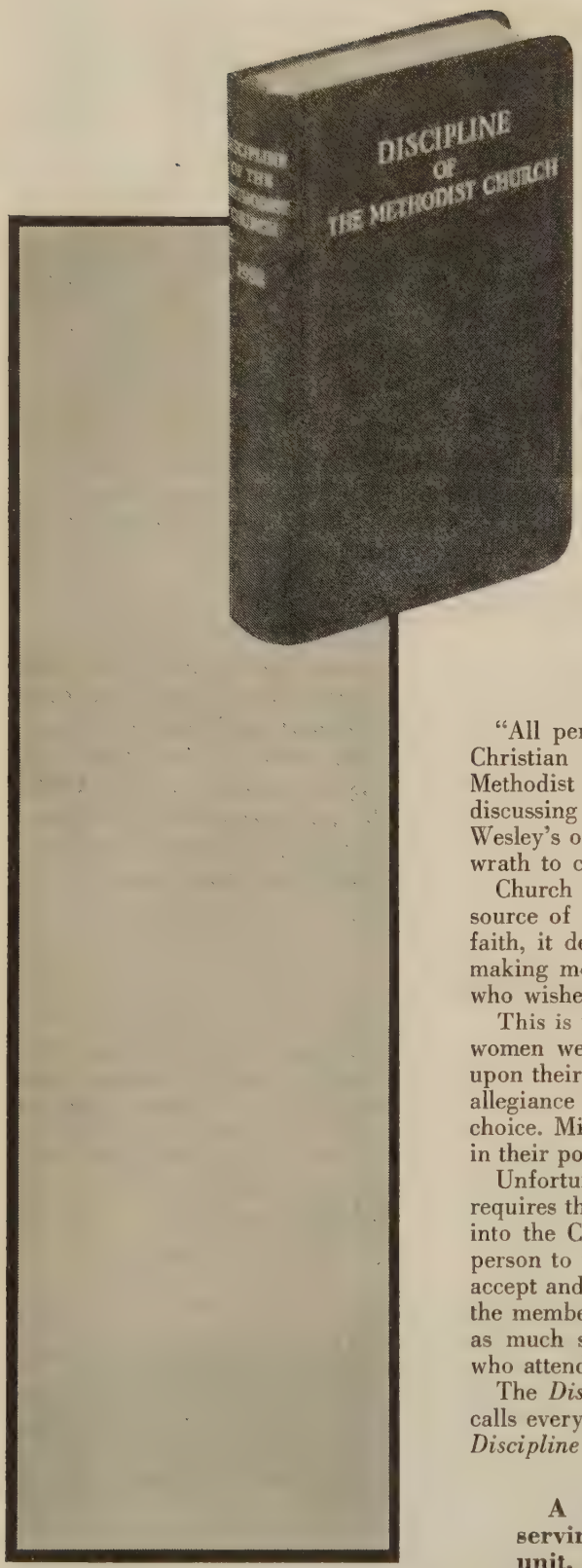
The name, Robert Mohr, Germany, appeared at the close of the meditation for September 23, 1953. The same day in the mail was found a letter from Robert Mohr addressed to the editor of *The Upper Room*, Dr. J. Manning Potts. Mr. Robert Mohr is a boatsman in Heidelberg, Germany. He was first introduced to The Upper Room Fellowship September 22, 1950. Three years later, almost to the day, he had the thrill of sharing one of his meditations with The Upper Room Fellowship.

The following is an excerpt from his letter to Dr. J. Manning Potts:

"My neighbour called me for translating a telegram he had received from the United States Line. It said that on the following day a group of fourteen girl scouts from Warren, Pennsylvania, will arrive for a three-day stay in Heidelberg. When they arrived, I played the hymns, 'My Country 'Tis of Thee' and 'Blest Be the Tie That Binds.' . . . Next morning we had conversations and to my surprise they were all members of The Upper Room Family and you can not imagine the joy. . . . One girl said, 'We read *The Upper Room* regularly at home. We are so sorry for not having *The Upper Room* with us on our trip. Now you give us a great deal of pleasure by presenting each one of us a copy.' I had to sign each one. Another girl said, 'When I come home and tell to my father: Dad, I met the gentleman who wrote this meditation, he just will be proud of me.' Boatsman for the Lord—is this not a great gift our Father gave me. We all shed tears as I said. . . . 'Auf Wiedersehen' (Till—again—meet)."



Robert Mohr's motorboat and rowboat.



Reception of *New Members* by CHAPLAINS

"All persons seeking to be saved from their sins and sincerely desiring to be Christian in faith and practice are proper candidates for membership in The Methodist Church." So declares the 1952 Methodist *Discipline* in the section discussing admission into the Church. This is, of course, in keeping with John Wesley's one historic condition for membership, namely, "a desire to flee from the wrath to come."

Church membership is important because it relates individuals to the divine source of power for living. Rooting and grounding them in the essentials of the faith, it deepens their understanding of spiritual truths and strengthens them in making moral and ethical decisions. It is necessary, therefore, that every person who wishes to unite with the Church be given the opportunity to do so.

This is particularly true of those who are in the armed forces. Many men and women wearing the uniform of our country are accepting the claims of Christ upon their lives. Through the ministry of the chaplains, these persons are pledging allegiance to the Master and placing their membership in the local church of their choice. Ministers should, of course, welcome these individuals and do everything in their power to make them an integral part of the church family.

Unfortunately, not all pastors realize that the law of The Methodist Church requires them to accept the membership of the persons whom the chaplains receive into the Christian fellowship. When a chaplain sends to a pastor the name of a person to whom that chaplain has administered the church vows, that pastor *must* accept and enter the membership in his local records; and he is expected to follow the member thus received with his prayers and communications, since he has just as much spiritual responsibility for this absentee member as he has for those who attend his stated services every week.

The *Discipline* is very clear with regard to this important matter. SHEPHERDS calls every pastor's attention to the statement which appears in ¶ 108 of the 1952 *Discipline:*

> **A duly authorized minister of The Methodist Church while serving as chaplain of any organization, institution, or military unit, or while otherwise present where a local church is not available, may receive a person into the membership of The Methodist Church when such person shall have given proof of the genuineness of his faith in Christ and of his desire to assume the obligations and become a faithful member of the Church. After the vows of membership have been administered (¶¶ 1914-15), such minister shall issue a statement of membership to the local church of the choice of the person concerned, and the pastor thereof on receiving such statement shall duly enroll him as a member.**

THE GENERAL BOARD OF EVANGELISM

Reports to the Commission on World Service and Finance

(Adapted for *Shepherds* by request of the Executive Committee of the General Board)

In the year 1952, the several Annual Conferences in the United States reported membership statistics as follows:

Received by profession of faith and from preparatory rolls	321,466
Received from other denominations	90,801
Total new members	412,267
Received by transfer and reinstated	280,366
Total	692,633
Removed to other denominations	61,863
Removed by death	81,098
Removed by transfer and otherwise	413,198
Total removed	556,159
Total membership	9,180,428

Each statistic is a person. Jesus thought one person was very valuable, for He said, "What shall it profit a man to gain the entire world and lose his soul?"

United Evangelistic Missions

This is the year of the World Mission of Evangelism, and we hope that the membership figures for the year 1953 will be better than for the year 1952. During the past fiscal year we have had some great United Evangelistic Missions, under the leadership of Bishops, Superintendents, and pastors.

We call your attention to the Ohio United Evangelistic Mission. Here are the figures:

Ohio Conference	18,788
North-East Ohio	17,286
Total	36,074

This is the largest number of commitments to be received during the Evangelistic Mission in one Episcopal Area.

The Southeastern Jurisdiction, composed of 17 Annual Conferences, promoted the largest United Evangelistic Mission yet to be held.

Number of first commitments	46,334
Number of letter transfers	34,097
Total	80,421

The period of operation came after Easter. Because most churches close their evangelistic work at Easter, this was evangelism plus. The College of Bishops, under the leadership of Bishop Roy H. Short, gave excellent leadership to this Mission. The idea for this Southeastern Jurisdictional United Evangelistic Mission came from the mind and heart of the chairman of the Council on World Service and Finance, Bishop Clare Purcell.

A United Evangelistic Mission was held in Michigan, under the leadership of Bishop Marshall R. Reed, with the following results:

Number of first commitments	10,803
Number of letter transfers	5,207
Total	16,010

Besides these Missions held in entire Episcopal Areas, there were many United Evangelistic Missions held in Districts and Annual Conferences.

The Evangelistic Missions are creating a great Lay Movement. Laymen all over the Church are receiving great joy from evangelistic witnessing. The Board of Lay Activities is helping to promote this work of evangelism.

New Building

We completed our new headquarters building in Nashville, Tennessee, in March, 1953. We had the opening of our building at the time of our annual Board Meeting, April 8-10. We are indeed grateful to the Board of Education and the Executive Committee of the Board of Lay Activities for holding their meetings in Nashville on the same dates and participating in the opening of our building. There were joint meetings of these three groups.

We believe that evangelism is more than getting commitments for Christ and the Church. We believe that securing the commitment is the first step and that the person making the commitment must develop in the Christian life by living the promises he made on uniting with the Church, namely, praying, attending church, giving, and actively serving through witnessing, etc. We believe that every member should be a praying member, a worshiping member, a giving member, and an active member through some definite service.

Spiritual Life Missions

Under the leadership of Bishops G. Bromley Oxnam, Paul Garber, and Edgar Love, there was held a Spiritual Life Mission in Washington. D.C., for the nation. There were present about 300 pastors of the Metropolitan Area of Washington. There were over 300 Conference and District Secretaries of Evangelism from throughout the nation. Here are the results:

Total number of members making a Covenant	35,307
Making a Covenant to Attend Every Sunday	23,138
Making a Covenant to Observe Grace at Meals	23,341
Making a Covenant to Pray and Read the Bible Daily	21,276
Making a Covenant to have Family Devotions Daily	14,856
Making a Covenant to Tithe	9,557
Making a Covenant to Witness for Christ	20,285
Making a Covenant to Live for Christ in all Personal and Social Relationships	23,290

In addition, many people made a Commitment to accept Christ and to unite with His Church. They included:

By Profession of Faith	934
By Letter of Transfer	905
Total	1,839

Spiritual Life Missions are being held all over the nation. Those to be held this fall and winter are: Dakotas Area, Boston Area, Louisville Area, Louisiana Conference (Four Districts), Holston Conference.

Youth Emphasis

The 1952 General Conference said that this quadrennium should be devoted to a Youth Emphasis. The Boards of Education and Evangelism are developing and promoting Christian Witness Missions for youth. These are being held this summer, fall, winter on Area, Conference, District, and church levels. The young people are doing a great piece of evangelistic work. We are going to do all we can to reach the youth of this nation for Christ and the Church.

Shepherds Magazine

We send you SHEPHERDS Magazine monthly. This gives you details of all the evangelistic movements. This magazine is beamed to the Local Church Commission on Membership and Evangelism. It is sent to 15,000 chairmen of Local Church Commissions on Membership and Evangelism. It is sent to 24,000 Methodist pastors. It is sent to all missionaries and chaplains. It is sent to 11,615 pastors of other denominations. It is the medium of our evangelistic movement. Best of all, this periodical is sent to all these persons without using one penny of World Service money. The editor and his assistants, the printing and mailing, are paid for by our TIDINGS Department of Evangelistic Literature and the UPPER ROOM Department of Devotional Literature. We do not send any mail to pastors. We send SHEPHERDS. It is the mouthpiece of evangelism and devotional life.

World Convocation of Evangelism

The great event of 1953 was the World Convocation of Evangelism held at Philadelphia, Pennsylvania, June 26-27-28. This World Mission of Evangelism was ordered by the General Conference. All the Agencies of the Church cooperated in the "Committee of Fifty." The Convocation in Philadelphia commemorated the 250th anniversary of the birth of John Wesley, the founder of The Methodist Church. There were nearly 6,000 paid registrations. Forty thousand persons attended the great mass meeting at Franklin Field on June 28.

We are thankful to the Council of Bishops, the Committee of Fifty, the Local Committee in Philadelphia, and every Agency of the Church for their splendid cooperation and leadership in this World Mission of Evangelism.

We know of the following Conferences where World Missions will be held throughout the Conference: Nebraska, Southern Illinois, Maine, New England, New England Southern, New Hampshire, Newark, New York, New York East, Troy, Central New York, Genesee, Northern New York, Central Kansas, Kansas, Kentucky, Louisville, Memphis, North Dakota, South Dakota, Holston, Peninsula, Indiana, East Oklahoma, West Oklahoma, New Mexico. This includes 4,890 charges.

We are having a great world evangelistic movement throughout world Methodism. We wish we had time to tell you about Germany, India, Australia, Brazil, Mexico, England, and other nations.

Church Attendance Crusade

Beginning January 1 and continuing until Easter we hope to have a great Church Attendance Movement. We plan to work through civic organizations, radio, television, etc., to get people to attend church. We are trying to reach inactive church members and non-church members. The Council of Bishops has adopted a resolution about this important work. We want to reach many people for Christ and the Church.

World Service Funds

All of the World Service funds which we receive are used for staff salaries, secretarial help, travel, rent, pensions, etc. We do not have any free literature, except SHEPHERDS, and samples, which are paid for by TIDINGS Department of Evangelistic Literature and the UPPER ROOM Department of Devotional Literature. All evangelistic literature and helps are sold by TIDINGS Department of Evangelistic Literature. All devotional literature is sold by the UPPER ROOM Department of Devotional Literature.

The Upper Room

You will be glad to know that THE UPPER ROOM is printed in 21 editions and 17 languages. It is increasing issue by issue.

July—August, 1952	2,367,640
September—October, 1952	2,400,333
November—December, 1952	2,478,027
January—February, 1953	2,515,954
March—April, 1953	2,566,575
May—June, 1953	2,553,050
July—August, 1953	2,553,323

This includes the circulation of the English and Spanish editions. The UPPER ROOM Department is distributing other splendid pieces of devotional literature.

The TIDINGS Department is making it possible for churches of many denominations to have evangelistic materials and literature at wholesale prices.

Your recommendations and your interest in evangelism caused the General Conference to increase the appropriation for evangelism. We are going to do our best to make this quadrennium better than the previous one for Christ and His Church.

To the Council on World Service and Finance we say, we need your prayers. We need your encouragement. We need your suggestions.

BEER ADVERTISING

MENACE TO THE AMERICAN HOME

THROUGH the stepping up of its advertising program over a period of years, the brewery industry has been increasing its sales until in 1951 they reached the huge quantity of 83,810,485 barrels at a cost to the consumers of $4,490,000,000.

In this year the brewers spent $100,000,000 in advertising their amber fluid, according to the Research Company of America, an organization which makes a yearly survey of the brewery industry, as reported by one of the leading advertising magazines of the country. This would be at the rate of $1.20 per barrel.

Expenditures

According to this same authority, the brewers spent from $1.35 to $1.40 a barrel in advertising in 1952. According to figures obtained from the Internal Revenue Department, Washington, D.C., the sale and consumption of beer for 1952 amounted to 84,443,091 barrels. This would bring their advertising expenditures for 1952 up from $114,000,000 to $119,000,000. If this same advertising increase in barrel expenditures would carry over through 1953, the brewers would be spending millions more this year.

The brewers are not spending this huge sum for their health but to increase sales, consumption, and profits.

The time was when their advertising propaganda was aimed chiefly at increasing sales to the *male population* of the country. They are no longer content to do this. They are now aiming at reaching as well the women and youth of our country. With this now in view, they are focusing more of their advertising upon the home and stepping up use of the radio and particularly television to this end.

The U.S. Brewers Foundation has just sent out a booklet entitled, *The ABC of Beer Advertising*, to its members and constituents. This booklet tells its advertising agents what to do and what not to do. It is aimed at the mothers and the children in the home. The point is repeatedly made that the mother, as the traditional "moral guardian of the home" and "the family shopper as well," must be enlisted in that great company of those who believe that "Beer Belongs" in the home. Nothing must appear on television that would offend her moral sensibilities.

Knowing well that American youth are intensely interested in sports they tie in their radio and television beer commercials with reports on baseball and football games and boxing bouts. By this means they would win the favor and patronage of the mothers, youth, and even children, thus taking over the American home.

By the radio, the brewers can now reach practically all the homes of America; and, with the unprecedented increase in television (there are now 24,000,000 television sets in use and it is estimated that by 1955 80% of the population of the United States can be reached by television), they will eventually be able to reach almost as many as by radio. This explains the great increase in beer advertising over these two media. Some of the big brewery companies are now spending millions in radio and television advertising.

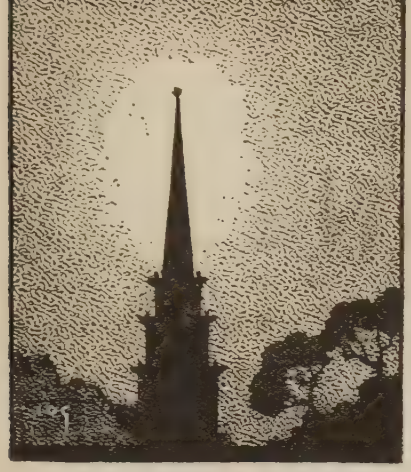
What should be done about this?

Is it not time for the sober, God-fearing citizenship of America to rise up in their majesty and stop this bombardment of American homes and people, not only by the brewers, but by the distillers as well—the entire liquor fraternity?

An Opportunity

The opportunity to do this is now before us. A Crusade Against Liquor Advertising and Beercasting has been launched by The National Temperance and Prohibition Council composed of representatives of 23 national organizations with a combined membership of more than 25,000,000.

For information on the Crusade, including enlistment in it, write R. H. Martin, chairman of the Committee Against Liquor Advertising of the NTPC, 209 Ninth Street, Pittsburgh 22, Pennsylvania.



What They Are Saying

About the Brookville (Pa.) District

CHURCH ATTENDANCE CRUSADE

(Excerpts from letters received from some participants)

WHAT WERE some of the practical and worthwhile results of this Crusade? In the first place, it provides the minister with an accurate record of the attendance of his entire congregation for a three-month period. Such a tabulation is very revealing and indeed very helpful. He is able to make his pastoral work count for the very most. In the second place, it convinces a lot of people, who ordinarily only hear from the church when it needs money or a donation, that their church really cares for them.

Walter W. Gilliland
Punxsutawney, Pennsylvania

I BELIEVE such a Crusade made my people very conscious of how many people were *not* attending church as well as making each of those who did attend conscious of the fact that he was not quite as loyal even himself as he might have thought he was. I mean by this statement that when a weekly record is being kept it does not leave any place for guess work. Throughout the Crusade any individual member could check up on himself and see just how regular he really was.

Another thing of which it made people very conscious was the number of persons in a said community who did not attend church at all. Because of this, the church was made far more conscious of its weakness on this score than ever before.

Edward Johnson
Valier, Pennsylvania

THE PLAN of the Crusade was as follows: First, a letter was sent to each member asking him to be present at the services. This was followed up by a personal call in the home by my wife and me. If they failed to come, another call was made by outstanding laymen or myself. I have always had more success from personal contact than from the use of telephone or letter. Each Sunday a card was signed by those present stating whether they were members, visitors, if they wished to unite with the church, or if they desired a pastoral call. Each month the ministers met with the district superintendent to discuss their problems and receive further instruction.

Our record attendance in January, February, and March was 84% of the resident membership. There was a noticeable difference in the spiritual state of the churches, and we gained several new members. After three months the attendance is still increasing. We discovered that in bad weather it was not the member but the non-member that was absent.

Herbert Shobert
Ringgold, Pennsylvania

NOW AS to how it was done, to be honest, I hardly know. Out of a resident membership of 512 the average attendance from January 1 through Easter was 345. I only know it was a thrill never to be forgotten. The campaign was conducted in all five churches. We made a chart for each church listing the members and the Sundays in the Crusade. Then on Sunday they signed the cards, and we checked them against the charts. Those who were absent received a postal card that week telling them that we missed them. Then we made a telephone call, and then a personal visit. During the campaign the pastor made over 200 calls in person. Those who sent cards were changed from week to week, so there was a rotation of workers. We also made a report to the district superintendent every week. Many of our people had a perfect attendance record even with the stormy winter weather. Much of the spirit still prevails.

Paul B. Dunlap
Sligo, Pennsylvania

WE AVERAGED 87% of the members in attendance, but there were always many more than our membership in attendance. Everyone who was absent on a given Sunday was contacted the following week by several members. I assigned them to make the contacts. We kept a very close record of attendance, just as thorough as is done in school. We organized the Crusade through the official board meeting with committees to contact every person in the entire community. I wrote personal letters to every person and to those who were living away from home, so that every member had a letter telling him what we were trying to do. People would drive as far as 100 miles to attend church.

There is no substitute for personal contact and hard work. As a result of the Crusade and other emphases such as Missions, the attendance has continued; until the last few months even the front seats were filled. Late comers had to worry about finding a place to sit.

Ernest Shumaker
Punxsutawney, Pennsylvania

MY LAYMEN responded very well to the challenge of reaching the unchurched or the non-attending members.

I feel that there is an undercurrent of revived interest and work in about every phase of the work of the church.

My feeling about the Church Attendance Crusade in our churches is that it was very worth while. I feel the Commission on Membership and Evangelism gives the church an organization which has a special work to do which offers great possibilities and will endeavor to attain to them.

F. Victor Korb
Fertigs, Pennsylvania

THE CHURCH SERVES
The Whole Community

The population of North America is comprised now, as was the Roman Empire in the time of our Lord, of people with widely varied backgrounds. Hence, we are confronted with the opportunity and responsibility of ministering to and evangelizing all people, without regard to age, sex, national background, race, occupation, education, economic status, or social standing. We have a God "who would have all men to be saved, and come to the knowledge of the truth," and He has commanded us to bring His gospel to all without distinction.

God's way of saving men—justification by faith in Jesus Christ—rules out all discrimination between men. If we are saved by pure grace through a God-given faith, then it is what God is that counts and not what we are. Hence, so to regard any distinction between men as to withhold the gospel from even one of them is as contrary to justification by faith as it would be to cling to one good work, along with faith, for salvation.

Our responsibility, therefore, means telling the good news to people of low-income groups, the very rich, people of various national and racial backgrounds, non-Christians such as Jews and Moslems. *It is not the task of the Church to preserve an institution, a social class, or a national heritage.* Her task is to proclaim the gospel—to minister to the entire community rather than to a constituency.

Our Responsibility Under the Cross

A total evangelistic outreach is possible only when Christians are willing to commit their lives entirely. A religion which places a premium on being comfortable at all costs will not permit a surrender of social privileges, vested interests, and feelings of superiority. Unless there is such surrender, groups now estranged and neglected can never be effectively reached with the gospel. Moreover, to enter fully into the cares and needs of others necessarily involves much self-sacrifice and vicarious suffering. It means being willing to carry a cross.

A gospel ministry to the total population in a parish area has the greatest possibilities if there is early planning and action; for when a problem has developed, it is often too late to serve effectively. This is particularly true in the case of churches which face rapidly changing communities.

The unsaved and unchurched are most easily reached when they first move into the community. If they are the first arrivals of a new group, they will naturally feel lonely and out of place. A friendly approach by the church will thus reach them when they are likely to be most receptive. If we wait until the group has sufficient numbers to develop its own community life and institutions, the opportunity to evangelize will be far less favorable.

This is not to imply that a program of evangelism will necessarily hinder the new group from setting up its own community life; but the church which opens its doors to the newcomers at the start will always be known by them as one which serves the community, and it will therefore often stand out in favorable contrast even with their own institutions. We should remember, too, that promptness in evangelism suggests sincerity and concern, whereas delay suggests insincerity.

A Question of Motives

In some instances, a tardy approach to the community by the church can be an indication of questionable motives. A congregation serving a certain constituency rather than the community may wake up to discover that its members are rapidly moving away. If the congregation then, facing the question of survival, decides to begin evangelizing the community, it will be a valid question whether it is interested basically in ministering to souls, or in using people as a means of saving itself. The unchurched person is sensitive to insincerity in motives.

This is not to suggest that a congregation in this situation should not reconsider her position and begin serving the community, but we do believe that at this point she will be at a distinct disadvantage in rectifying her own motives, and in overcoming the reputation she has established.

Impartiality in our evangelism is not comprised of a stereotyped approach to everyone. Those with peculiar problems require special care. Some who have been neglected will need this special care until their needs have been adequately met.

A majority of the people whom the Church now serves in the American scene represents a rather stable type, comparatively speaking. Unfortunately, many of them are quite self-satisfied and do not feel the need of more than a limited spiritual ministry from the Church. On the other hand, an outreach to the total community brings us into contact with people of marginal groups who face severe tensions and frustrations and who have great needs. A comprehensive evangelism, therefore, makes a strong counseling ministry imperative. It likewise necessitates a very thorough grounding in the Word of God if people under severe tensions are to rise above their frustrations. Such people cannot afford to remain bottle-fed Christians, as do many of our present constituency.

An inclusive ministry can thus be a stimulant to a more vital spiritual life in our congregations. Moreover, reaching

previously neglected groups affords that sort of challenge to service which many of our people need in order to live the overflowing Christian life.

If the church is to be a leaven in the entire community, it must serve as a conscience to the community, continually encouraging its people to take a stand in favor of wholesome community life and of good government and in opposition to corruption and crime. Where the population is shifting rapidly, people must be carefully prepared to face in a Christian manner the community tensions which frequently arise in such situations, particularly where race is involved. Too often even the leaders are caught completely unprepared, and fail to make a Christian witness both to their own people and to the community at large. Where the church has spoken in the presence of such community tensions, its Christian witness has served as a strong testimony to the power of the gospel.

The Holy Spirit has a way of guiding and directing Christians as they honestly face their problems and deal with them. We shall never learn to meet our responsibilities as a Church if we never come to grips with them in faith. To rationalize by saying that possibly sectarian groups are better fitted to serve the underprivileged or minorities is to make ourselves a class church, and thus to become sectarian ourselves.

—From a release by the Division of Evangelism, Evangelical Lutheran Church

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Do You Know . . .

DO YOU KNOW

- that some official board members
  who realize that it takes money
  to buy a hammer and nails and wood and paint to construct a house—

DON'T REALIZE

- that it takes money
  for the Commission on Membership and Evangelism
  to buy tools and materials for the constructive work it must do in

THE LOCAL CHURCH?

DO YOU KNOW

- that some pastors
  buy these materials for the Commission *out of their own pockets,*
  rather than ask the official board for money?
- that some Chairmen of the Commissions
  often buy supplies and literature (such as *Shepherds*) for these Commissions *personally*
  rather than ask the official board for money?

DO YOU KNOW

- that such a pastor or such a Commission chairman should take this article to the president of the official board and ask him to read it aloud at the next board meeting—
- and should request that a definite and sufficient amount of money be given to this Commission *each month* to promote the work of evangelism in the local church?

DO YOU KNOW

- that with such an allotment,
  the Commission on Membership and Evangelism can buy materials and supplies to help them—
  1. **Put on a Visitation Evangelism program** which will win many new people to Christ and His Church.
  2. **Put on a Spiritual Life Mission** which will reclaim the inactive and rededicate the fellowship to a new and deeper loyalty to Christ and His Church.
  3. **Establish the "Parish Plan" for distribution and use of *The Upper Room*** in every home of *this* church. "Families That Pray Together, Stay Together!"
  4. **Put on a Christian Witness Mission**—a youth-to-youth program to win young people to Christ and His Church and bring rededication to those already committed.
  5. **Subscribe to *Shepherds* magazine for each Commission member** so that *every* member will come to the monthly meeting with *new* ideas, *new* plans, and *new* inspiration to help *this* church. It is just as important for the members of the Commission on Membership and Evangelism to have this help as it is for the Sunday school teacher to have lesson helps and quarterlies and supplies.
  6. **Distribute leaflets (such as "The Tract of the Month") and small booklets** to help people develop spiritually to help *this* Church.

DO YOU KNOW

- that no money will produce more tangible and spiritual benefits to people and to church alike than money wisely and generously invested in the work of the Commission on Membership and Evangelism—which is dedicated to a program of "more and better Christians in this church!"

DO YOU KNOW

- that the Department of the Local Church of the General Board of Evangelism stands ready to do its best to assist any local church or any Commission on Membership and Evangelism with suggestions as to programs, materials, or unusual problems—
- that you may write to Dr. C. Lloyd Daugherty, Jr., who is the Director of that Department, and receive his personal attention.

HANDY ORDER BLANK

FOR TIDINGS LITERATURE

FOR YOUR CHURCH ATTENDANCE CRUSADE

Church Attendance Crusade Packet

Contains the recommended and necessary quantities of all basic materials prepared for your church's use in the nation-wide Crusade. Order below according to the size of your church. The cost is only 3¢ per member. Each packet contains as many covenant cards as the number of members listed. Churches with more than 1,000 members, or churches wishing more than 1,000 covenant cards, should order either two packets to match the membership or the number of attendance covenant cards desired.

Packet	*Membership*	*Price*	*Packet*	*Membership*	*Price*	*Packet*	*Membership*	*Price*
1	100	$ 3.00	4½	450	$13.50	7½	750	$22.50
1½	150	4.50	5	500	15.00	8	800	24.00
2	200	6.00	5½	550	16.50	8½	850	25.50
2½	250	7.50	6	600	18.00	9	900	27.00
3	300	9.00	6½	650	19.50	9½	950	28.50
3½	350	10.50	7	700	21.00	10	1,000	30.00
4	400	12.00						

Please send me Packet No. _____ at $_____

In the Church Attendance Crusade Packet But Available Separately

_____ **Church Attendance Pledge cards,** 50¢ per 100 _____
The basic card in the Crusade.

_____ **How to Organize and Conduct a Church Attendance Crusade,** 10¢ each; 6 for 50¢ _____
The basic booklet, telling "how" and giving many helpful suggestions.

_____ **Friendly Visitor's Agreement cards,** 50¢ per 100 _____
To use in enlisting the visitors in advance of the Crusade. Packet contains one for every ten members.

_____ **My Church Attendance Record Card,** 50¢ per 100 _____
To be given to every resident member and constituent for him to keep his own record of attendance for three months.

_____ **Instructions for Visitors in a Church Attendance Crusade,** 10 or more, 4¢ each _____
Should be given to every visitor.

_____ **Church Attendance Visitor's Assignment cards,** 50¢ per 100
For listing every member of family, so that visitors may know whom they are to visit.

NOT in the Church Attendance Crusade Packet but very helpful in the program

_____ **Letterheads,** 8½x11 inches, mimeograph paper 75¢ per 100 _____
Letterhead says "Church Attendance Crusade" and contains "Give God A Chance Now" emblem.

_____ **Printed Letters,** 8½x11 inches $1.00 per 100 _____
On the above letterhead, an appropriate letter is printed, ready for signing and mailing.

_____ **Automobile Bumper Strips,** 19x4¾ inches 50 for $6.00 _____
These Bumper Stickers are two colors, one color being the famous "Day-Glo" paint. **Sold only in lots of 50.**

_____ **Church Bulletins,** $1.00 per 100 _____
A printed bulletin, for use on the first Sunday of the Crusade.

_____ **Billboards,** $10.00 each _____
Large 24-sheet roadside billboard posters containing two-color "Give God A Chance Now!" emblem.

_____ **Radio Spot Announcements,** $4.00 each _____
Transcription record for use by radio stations, containing brief spot announcements concerning the church and church attendance. Non-denominational.

Tracts Emphasizing the Church

_____ **Why I Go to Church** (compiled) $2.00 per 100 _____
Testimonies from persons in many walks of life.

_____ **The Lost Day,** Elmer E. Helms $2.00 per 100 _____
Appeals for the spiritual observance of Sunday.

_____ **Sunday and Spiritual Starvation,** James R. Webb, Jr. $2.00 per 100 _____
A brief human-interest tract emphasizing the need for church attendance.

_____ **I Believe in the Church,** Gordon Pratt Baker
A personal creed. $2.00 per 100 _____

JANUARY TRACT OF THE MONTH

_____ **Why I Joined the Church,** by Homer T. Fort $2.00 per 100 _____
(Tract-of-the-Month Club members do *not* order here. You will receive the tract automatically.)

FOR YOUR WATCH NIGHT SERVICE

_____ **Worship and Communion Service for Watch Night** $2.00 per 100 _____
A complete, 8-page service of worship for Methodist churches.

_____ **John Wesley's Covenant Service** $2.00 per 100 _____

_____ **Making Membership More Meaningful** $2.00 per 100 _____
An excellent and very helpful order of worship.

FOR YOUR CHRISTMAS EMPHASIS

_____ **Keeping Christmas,** by Henry van Dyke $2.00 per 100 _____
Ideal for use as a Christmas card, this colorful tract carries a famous, heart-warming message.

_____ **Christmas Is for Christ,** by Elizabeth S. Little $2.00 per 100 _____
A helpful tract emphasizing the Christian observance of Christmas.

_____ **Christ in Christmas,** a popular tract by G. Ernest Thomas $2.00 per 100 _____

_____ **Needed: An Evangelistic Christmas,** by Bishop Hazen G. Werner $2.00 per 100 _____
An 8-page leaflet stressing the need for a spiritually vital Christmas.

Inspirational Christmas Booklet

_____ **The Nativity Story in Art,** by Howard W. Ellis 15¢ each; 10 or more, 10¢ each _____
A beautiful 2-color, 20-page booklet that tells the Christmas story in picture, scripture reference, and interpretation.

_____ **Plain Envelopes,** for mailing above booklet 10 or more, 1¢ each _____

FOR YOUR PRAYER AND SPIRITUAL LIFE EMPHASIS

_____ SPIRITUAL LIFE THROUGH TITHING, BY G. ERNEST THOMAS 35¢ each; 12 or more, 25¢ each _____
A presentation of the nature, philosophy, techniques, and spiritual values of tithing.

_____ **A Primer of Prayer,** by Charles M. Laymon. Basic study of prayer. 35¢ each; 12 or more, 25¢ each _____

_____ **Prayer Circles Cards.** Valuable help for individual and group prayer. $2.00 per 100 _____

_____ **Day by Day with God.** A spiritually penetrating leaflet. $1.00 per 100 _____

_____ **Some Secrets of Prayer,** by Ray W. Ragsdale $2.00 per 100 _____
Suggestions for a more meaningful prayer life.

FOR YOUR EMPHASIS ON EVANGELISM

_____ **Essentials of Evangelism,** by Bishop Ralph S. Cushman 35¢ each; 12 or more, 25¢ each _____

_____ **Evangelism for Our Age,** by Twelve Bishops 35¢ each; 12 or more, 25¢ each _____

_____ **Addresses, Philadelphia World Convocation of Evangelism.** A dollar value. 50 cents each _____

_____ **John Wesley Medallion.** Beautiful memento of World Convocation. $1.00 each _____

TIDINGS, 1908 Grand Avenue, Nashville 5, Tenn.

Please fill orders as checked. **Total Amount of Order**_____

( ) Payment enclosed ( ) Charge to Treasurer ( ) Charge to my account

_____
Rev., Mr., Mrs., Miss **NAME**

_____
Number and Street **City,** **Zone,** **State** **Address**

_____
Church Treasurer

_____
Number and Street **City,** **Zone,** **State** **Address**

Date _____ **Order placed by** _____

Please sign, DO NOT TYPE, your name in the space provided above. We have had trouble in several instances in finding who placed orders.

Sorry, no orders on consignment.

SUPPLEMENT TO SHEPHERDS

January, 1954

Attention, All Methodist Pastors!

We urgently solicit your cooperation in the following important matter.

Whether or not you are interested in having the special membership certificates which the World Mission of Evangelism has made available to all desiring them, please send to the General Board of Evangelism the names and addresses of all persons whom you have received on profession of faith since May 24 so that they may be counted toward the 250,000 new-member goal in this Wesley Anniversary year.

Please be careful to avoid duplications in the preparation of your lists. Do not include any names which you have sent us previously. Also remember, because of our methods of reporting, to include the names of persons coming into The Methodist Church from other denominations—that is, all persons who are becoming Methodist members for the first time.

The Report Blank on the reverse side of this page may be used to provide us with your list.

News Briefs

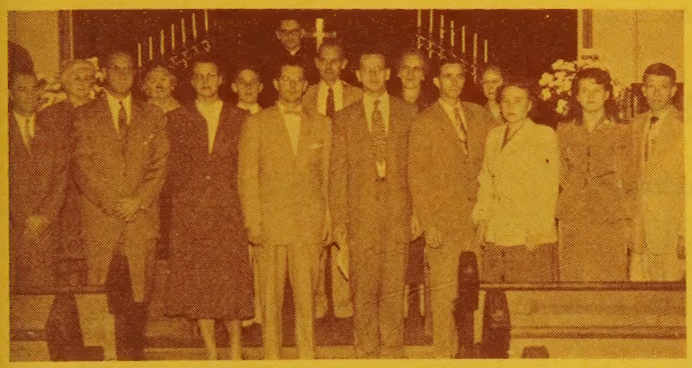
At the present time, over 250 districts are organizing and promoting the Church Attendance Crusade. If the present trend continues, there should be at least 300 districts participating.

• • •

Sales of THE UPPER ROOM, world's most widely circulated religious periodical, will set a new all-time record for the September-October issue when final figures are compiled, Dr. J. Manning Potts, editor, has announced. Every issue since July-August of 1949 has shown a sizeable increase over the corresponding issue of the previous year.

• • •

The National Christian Witness Mission for Leaders has been scheduled for January 28-February 1, in Memphis, Tennessee. Information about registration and program are available from the Department of Co-operative Youth Evangelism, 1908 Grand Avenue, Nashville 5, Tennessee.



The group of new members who joined The Methodist Church, Chardon, Ohio, on Sunday, October 4, 1953.

Shown above are the 77 new members who made up the 75th Anniversary Membership Class of the First Methodist Church, Muskogee, Oklahoma. In the back row are (left to right) Don H. LaGrone, District Superintendent; Jack S. Wilkes, Pastor; and Bishop W. Angie Smith, Chairman of the General Board of Evangelism.

Mrs. H. F. Williams, of the Commission on Public Relations and Methodist Information, displays a portion of the clippings which have been received in the commemoration of John Wesley's 250th Anniversary and the World Convocation of Evangelism.

Pray for These Missions

S.L.M. Texas Conf.	Jan. 17-24	
U.E.M. Rock River Conf.	Febr. 12-21	Febr. 26-Mar. 7
S.L.M. Des Moines Area	Febr.	Mar.
S.L.M. Dallas-Ft Worth Area	Jan.	Febr.
U.E.M.		Mar.
S.L.M. Staunton, Va. Dist.	Apr. 25-May 2	

REPORT BLANK

Persons Received on Profession of Faith, Beginning May 24

World Mission of Evangelism
1908 Grand Avenue, Nashville 5, Tennessee

Friends:

Yes, indeed! Our church wants to do its part in winning **250,000 Persons for Christ** and The Methodist Church on **Profession of Faith.**

I am handing you the names and addresses of persons previously unreported who have been received into our church on Profession of Faith on or since Sunday, May 24, 1953, or will be within a few weeks after a period of training. We want them counted in the 250,000.

I understand that you will send their names and addresses to Chicago that they may receive sample copies of *The Christian Advocate*.

Please send me a Special Certificate of Membership, serially numbered for each of them.

I am enclosing 2¢ for each name (cash or stamps) to cover the cost of printing and handling the certificates.

I expect to send you other names from time to time as they are received.

Faithfully yours,

(signed) _____ Pastor

Address _____

Charge _____ District _____ Conference _____ Jurisdiction _____

Number of names furnished herewith _____

Amount enclosed (in cash or stamps) at 2¢ per name _____

Persons Received on Profession of Faith

Name	Address
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

(Attach another sheet for additional names)

Please mail us the names of your new members on profession of faith whether or not you want the special certificates indicated above.

Literature Racks

Increase the Ministry of the Printed Word

Small Metal Rack for Table or Wall
Lockable Coin Box

Holds six or eight different items. Fifteen by twenty inches in over-all size, this new rack will find many uses in the church. Made of steel and chrome-plated wire rods with a baked enamel finish in rich brown. Lockable coin box. Has removable back for use on a table, and eyelets to hang on a wall. Attractive church furniture like this will help in your ministry of the printed word. You can afford to have several in strategic places in your church.

$5

Large Metal Rack for Table or Wall Lockable Coin Box

Holds twenty-eight different items. Twenty-eight by thirty-two inches in size, this handsome piece of church furniture is finished in rich walnut brown with chrome fittings, adjustable guides, and chain for hanging. Rubber-covered legs for use on a table. Hundreds now in use.

$15

Order from

The Upper Room

1908 Grand Avenue

Nashville 5, Tennessee

For an Evangelistic Christmas

Air Mail Your Order Today!

Keeping Christmas

by Henry van Dyke

Ideal for use as a Christmas card, this beautiful, 2-color, 6-page tract strongly appeals for a Christian Christmas.

$2.00 per 100

Needed: An Evangelistic Christmas

by Bishop Hazen G. Werner

An 8-page tract emphasizing the need for keeping Christ in Christmas.

$2.00 per 100

The Nativity Story in Art

with interpretations by Howard W. Ellis

Beautiful, 2-color, 20-page booklet of scripture, great pictures, and interpretations suitable for mailing to the entire congregation.

15c each; 10 or more, 10c each

Mailing envelopes for booklet, 10 or more, one cent each

TIDINGS

1908 Grand Avenue Nashville 5, Tennessee